

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL, Publisher, 10 Spruce St., New York.

J S BRIGGS

VOL. XLIV. NEW YORK, SEPTEMBER 23, 1903. No. 13.

All advertisements sent **The Woman's Magazine** of St. Louis, Mo., are accepted with the distinct and unequivocal **Guarantee** that its circulation **exceeds 1,500,000** copies every edition, and that we **voluntarily prove** it to the **advertiser's satisfaction** or run his ad absolutely free. That is the

WOMAN'S MAGAZINE BASIS

of transacting business with its advertising patrons—circulation **proven—proven** to the **advertiser's satisfaction** or no pay.

Advertising rate, \$6.00 per agate line.

Ask your advertising agent about **The Woman's Magazine**.

"Keyed Ads"

We prefer "**Keyed Ads**" and will assume **FULL RESPONSIBILITY** for their correct combining with electro-types, and for their working up clearly and plainly in the advertisement.

Write for our Leaflet "**How to Key your Ad.**" It's free for the asking.

November Forms Close October 15.

**WORLD'S FAIR
NEXT MAY.**

THE WOMAN'S MAGAZINE
(LARGEST CIRCULATION IN THE WORLD)
ST. LOUIS, MO.

Western Representative : GEO. B. HISCHE, Hartford Building, Chicago.
Eastern Representative : A. A. HINKLEY, Flat Iron Building, New York.

The Best School

FOURTH WEEK.

ANY ONE sending the amount of **THREE DOLLARS CASH** between now and December 31, 1903, may receive **PRINTERS' INK** for the term of one year, or extend his present subscription for the same length of time. This special offer is good only during the time specified and **No Longer**. It is made for the special purpose to enlist as new subscribers young men and women who are contemplating to study the art of advertising and the writing of advertisements. **PRINTERS' INK** is a weekly journal for advertisers, and the best of them all. A weekly issue constitutes a weekly lesson which can be studied and digested at **Home** without the slightest interference with present occupation. A year's reading of **PRINTERS' INK** gives any one with the ability of becoming an advertising man more practical, common-sense instruction than any so-called course by mail for which a much higher tuition fee is charged.

The reading and careful study of **PRINTERS' INK** has not only been a stepping-stone, but the very making of many young men who now occupy well-paid and responsible positions in the advertising and publishing business.

There is no other advertising journal that treats publicity in the same comprehensive and practical way. There is no other advertising journal which spends so much money, time and effort to obtain and gather from practical business life the facts and experiences, the successes and failures of those who are daily engaged in advertising. No young business man can read **PRINTERS' INK** and not become an abler business man for doing so. It's a journal of highest excellence and it should be read and studied in every modern business office in the United States. Sample copies ten cents.

ARE YOU OPEN TO CONVICTION ?

For further information, if desired, address

Managing Editor Printers' Ink,

10 Spruce St., New York.

Special Offer

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. XLIV.

NEW YORK, SEPTEMBER 23, 1903.

No. 13

BANK ADVERTISING IN NEW ENGLAND.

"The special banking number of PRINTERS' INK, issued November 12, 1902, has been instrumental in bringing this company new business aggregating \$100,000 a year."

This was said to a PRINTERS' INK reporter by M. Wineburgh, of M. Wineburgh & Co., 452 Fifth avenue, New York, a company controlling street car space throughout New England, including Boston.

"That issue interested me very much, and gave an idea from

months studying financial publicity from the banker's side. When we began laying our proposition before bankers in March he was



Hard to start... the hardest part of anything is the start. It's easy when you get going. Just make up your mind to begin saving money to-day, and you'll find it so easy to keep it up that you'll wonder why you ever did it before. Put the money in our bank and get interest on it.

OLD COLONY TRUST COMPANY
Branch Office, 52 TEMPLE PLACE, BOSTON, MASS.

which we have since developed a great, unworked field for street car advertising right in our own territory. We carried no financial publicity last fall, and none of the banks along our lines were advertising in a live way. We had never taken up the matter systematically. Splendid results attained by banks and trust companies in the West demonstrated that there was a field to be canvassed. During the winter we perfected plans for an active campaign to be begun by one institution in every city in Massachusetts, Connecticut



Right in the heart of the shopping district So handy for ladies to keep their bank account and their valuables

Old Colony Trust Company
BRANCH OFFICE
52 Temple Place, Boston, Mass.

and Rhode Island. A series of cards was prepared at a cost of several thousand dollars, and our traveling representative spent some



MODERN BANKING
IS THE FOUNDATION OF GOVERNMENT
Incorporating the important ideas for safe and conservative handling of money—Why don't you become part of such an institution by opening an account?

OLD COLONY TRUST COMPANY

Branch Office, 52 TEMPLE PLACE, BOSTON, MASS.

thoroughly informed on the subject. At first we intended to apply the plan to several banks in each city, but on second thought it seemed best to give exclusive privileges to one institution. We wished to secure in each place the most conservative bank or trust company. These might be more difficult to win over, but they were, for that very reason, the ones that would profit most by dignified, live publicity. Our experience in the past six months shows that not only the younger, liberal banker is an advertiser, but that the cautious



A BANK ACCOUNT
promotes credit Establishes responsibility and results in security—It's your best friend Start one today

Old Colony Trust Company
BRANCH OFFICE
52 Temple Place, Boston, Mass.

elderly men also recognize its value when properly demonstrated. To-day we are carrying advertising for about forty-five institutions, and there are still other towns to be visited. The majority of these are the most conservative banks in New England. Some of them date back to colonial days.

"A man approaching a bank with a proposal to advertise must gain entrance to the directors by talking through a grating to the executive officer. If he convinces him, he will get to the president,

and if the plan is regarded favorably by that official he must appear before the board of directors—keen men, used to weighing facts without sentiment, with a reasonable skepticism as to innovations. It is necessary to win not one man, as with another business, but from eight to twenty. This gives some idea of the arguments that are necessary, and how well posted a man must be in the banking business to hold his audience. A proposal to a bank to advertise is met

come to their institution, and then our representative proceeded to show how advertising would ope-



Our Foreign Department
has every facility for sending money abroad easily, quickly, and at trifling expense. *Letters of Credit and Travelers' Checks* issued available anywhere. *Drafts* issued and *Collections* made on Great Britain and Ireland and on the Continent. We invite you to mail yourself our extended foreign connections.

OLD COLONY TRUST COMPANY
Branch Office, 52 Temple Place, Boston, Mass.



Your wife can be made one of your executors, and, as the other, we would relieve her of the arduous part of the work and keep the estate clear of legal entanglements. No charge for consultation.

OLD COLONY TRUST COMPANY
Branch Office, 52 Temple Place, Boston, Mass.

in a negative spirit. 'Why should we advertise? This bank has been here fifty years. Everybody knows where it is. When people need us they will come to us.' To meet such objections it is necessary to respond with incontrovertible facts and figures. There are plenty of these at the disposal of the advertising man who can use them. For example, we found that the banks of New England were carrying only about fifty per cent of the deposits that should have come to them. You cannot form exact estimates of how much



In judging a bank, always remember that Capital and Surplus give security to the depositor, by forming a fund that stands between the depositor and any possible shrinkage in the securities held by the bank. The Capital and Surplus of this bank form a margin of safety that assures absolute security to those who intrust their money to us.

OLD COLONY TRUST COMPANY
Branch Office, 52 Temple Place, Boston, Mass.

money the people in a certain city ought to save per capita, but rough estimates are possible. With known population and the average earnings per capita—or even the amount of currency in circulation per capita, which is about \$28.50—it is possible to estimate a community's saving capacity. The results attained by aggressive banks in other communities are also an indication. We first convinced officers and directors that they were getting less business than should

rate to win a percentage of this undeveloped business.

"A bank's advertising is not a speculation, but one of the safest investments it can make, considered with mortgages, commercial paper or securities. It pays better interest, while its cumulative force makes it increase in value from year to year. The second year's advertising is more valuable than the first. The accrued effect in a long term of years will be irresistible. Bank advertising is in its infancy now, and the in-



A SAFE PLACE to keep bonds, deeds, securities and other valuable papers. A key to get at them. A private room in which to examine them. All for a year.

OLD COLONY TRUST COMPANY
Branch Office, 52 Temple Pl., Boston, Mass.

stitution that is ahead of its competitors in beginning to accumulate prestige cannot be dislodged from its supremacy. Bank advertising might be called bank insurance—it not only brings new business, but makes all accounts secure by stimulating confidence. It is as profitable to advertise to depositors already on the books as to seek new business, for the confidence thus inspired is a bank's best asset. Dignified advertising really insures a bank against loss



Every woman should have a bank account. Special attention to the comfort and convenience of women here.

Old Colony Trust Company
BRANCH OFFICE
52 Temple Place, - Boston, Mass.

of confidence, and perhaps against panic.

"Such arguments as these were

(Continued on page 6.)

Little Lessons in Publicity—Lesson 1.

Newspaper Space as an Investment.

Money spent in continuous advertising in high-grade evening home dailies draws interest that is compounded daily.

THE WASHINGTON STAR

reaches more people in Washington than all of the other dailies there combined, and goes into 15,000 homes at the National Capital where no other Washington paper is taken. PRINTERS' INK says any man picking the best list of papers for advertising any given article—high-priced, low-priced or medium-priced—would place the STAR on that list every time.

THE BALTIMORE NEWS

practically the only afternoon paper in Baltimore, covers a field that three morning papers divide. PRINTERS' INK gives the NEWS credit for the largest circulation south of Philadelphia. You cannot completely cover Baltimore without the NEWS.

THE INDIANAPOLIS NEWS

is the recognized advertising medium of Indiana. The NEWS' net circulation of over 72,000 daily is greater than that of the bona fide, home-paid circulation of all the other Indianapolis dailies combined. Indianapolis is a one-paper city, and the NEWS is the paper.

THE NEWARK (N. J.) NEWS

with a circulation of over 54,000 copies daily, is all an advertiser need use to reach the homes of Newark and its wealthy suburbs. PRINTERS' INK says: "The NEWARK NEWS covers Newark like a blanket." Watch the SUNDAY NEWARK NEWS grow.

THE MONTREAL STAR

"Canada's Greatest Newspaper," is delivered into over 90 per cent of the English homes in Montreal, which gives it a circulation larger than that of all the other English dailies combined. Canada is a profitable field for the introduction of American goods—the MONTREAL STAR the medium for returns.

THE MINNEAPOLIS JOURNAL

"The Great Daily of the Great Northwest," has welcome entree into 90 per cent of the homes of the purchasing classes of Minneapolis. It is impossible to profitably cover Minneapolis without the use of the MINNEAPOLIS JOURNAL, the great family circle paper.

For rates, particulars, etc., of these six great home dailies, address

M. LEE STARKE,

**Tribune Building,
NEW YORK.**

Mgr. General Advertising.

**Tribune Building,
CHICAGO.**

minutely examined and dissected by the directors of these forty-five banks. Questions came from all sides at the meetings. But our plan was so sound that we have made five-year contracts with these institutions, selling them car space and furnishing supplementary literature. Some are more than usually conservative. The Old Colony Trust Company, of Boston, is the largest financial institution in New England, and its stock is quoted in the neighborhood of \$1.200 per share—\$100 par value. This company uses street car space in Bos-

would have struck me as visionary. But times are changed. To-day I am fully alive to the necessity for dignified publicity.'

"Among other conservative in-



Rainy Days come to everybody. Life has more downs in it than ups. Right now, while you are making, you ought to be saving, then when things go wrong, you will have something to fall back upon.

Come and talk with us about opening a bank account.

Old Colony Trust Company

BRANCH OFFICE
52 Temple Place, Boston, Mass.

stitutions in New England that have adopted our plan of street car advertising are:

Lowell Trust Co., Lowell, Mass.; Security Safe Deposit & Trust Co., Lynn, Mass.; Salem Safe Deposit & Trust Co., Salem, Mass.; First National Bank, Chelsea, Mass.; Worcester Safe Deposit & Trust Co., Worcester, Mass.; National Granite Bank, Quincy, Mass.; Hampden Trust Co., Springfield, Mass.; Fall River National Bank, Fall River, Mass.; Merchants' National Bank, New Bedford, Mass.; Framingham National Bank, South Framingham, Mass.; Fidelity Title & Trust Co., Stamford, Conn.; Farmers' & Mechanics' Savings

When you establish yourself in a bank you feel secure and your mind is at peace - Banks have been the means of making more successful men than colleges

Old Colony Trust Company
BRANCH OFFICE
52 Temple Place, Boston, Mass.

ton. In Gloucester, Mass., an old fishing town, wealthy and hard-headed, the banks have been so adverse to innovation that their very signs have become weather-worn and illegible. Mr. Smith, president of the Gloucester Safe Deposit & Trust Company, is more than seventy years old. He listened to our plan twenty minutes without asking a question, and it seemed as though it would never appeal to him. But he contracted for space, and said, 'I see that ad-

A WORKING BALANCE is all you really need in a bank. The remainder in a trust company will earn interest, and still be subject to check.

Old Colony Trust Company
BRANCH OFFICE
52 Temple Place, Boston, Mass.

Nothing in the World Adds to self respect like a bank account. His value lies in the feeling that you are not dependent. Start one today.

Old Colony Trust Company
BRANCH OFFICE
52 Temple Place, Boston, Mass.

vertising applied to banking is the most acceptable investment a bank can make.' This shows that the older bankers are not at all opposed to advertising properly presented. Governor Chamberlain, of Connecticut, is president of the Home National Bank, of Meriden. 'I have been president of this bank forty years,' he said, 'and we have never had to close our doors at twelve o'clock yet for lack of business. Twenty-five years ago a proposal to advertise our bank

Bank, Bridgeport, Conn.; Connecticut Trust & Safe Deposit Co., Hartford, Conn.; Thames Loan & Trust Co., Norwich, Conn.; Colonial Trust Co., Waterbury, Conn.; South Norwalk Savings Bank, South Norwalk, Conn.; The Old National Bank, Providence, R. I.; Newport Trust Co., Newport, R. I.

"After the advertising had begun in a certain town a man walked into the bank one day and deposited \$16,000 in bills so mouldy that they were withdrawn from circulation. In another place \$5,000 was deposited in bills that had been singed at the edges. No questions were asked of these depositors, but it was evident that the advertising had convinced them that banks were safe. The banks themselves had failed to inspire confidence. The masses do not understand banking, and it is the fault of the bankers. As soon as they regard their banks and trust companies as commercial institutions rather than financial

(Continued on page 8.)

THE Test that Tells the Story.

It is conceded that classified advertising furnishes the surest test of an advertising medium's value.

The answers from each classified advertisement, as well as the final disposition of each answer, can be definitely determined. Thus a comparative test is an absolutely certain indication of the value of each medium.

In this connection, the following figures, showing the number of Columns of CLASSIFIED ADVERTISING published in each of the CLEVELAND, Ohio, Papers during AUGUST, 1902 and 1903, is of much interest:

	1902	1903	Gain	Loss
Plain Dealer,	316	353½	37½	—
Leader,	169¼	186	16¾	—
Press,	257½	261	3½	—
World,	146½	67	—	79½

THE PLAIN DEALER not only publishes more classified advertising than any other Cleveland newspaper, its classified advertising is also growing faster than that of any other Cleveland newspaper.

Total Amount of Advertising Published in THE PLAIN DEALER in August:

1902	1903
941¾ Columns.	1159¾ Columns.
1903 Gain over 1902, 218 Columns.	

C. J. BILLSON, MANAGER.

• FOREIGN ADVERTISING DEPARTMENT,

Tribune Building, Chicago.

Tribune Building, New York.

they will come to the plane of other businesses, and advertise. Advertising gives a bank individuality. In the New York *Sun* or *Times* appear daily the cards of thirty or forty banks. None stands out above the other. The bank advertised in a modern way stands out. You might as well ask the man in the street to work a problem in calculus as to tell anything about a bank's functions. To advertise a bank is not merely business acumen, but a grand charity, just as it is charitable to

broad advertising bring business to every bank in town?" was sometimes asked. 'Yes—it will,' was



Investment Securities.

 A bank has facilities, not always at the disposal of individuals, for determining the value of marketable securities. Our patrons have the benefit of our advice and assistance in making investments, given without prejudice, our only object being to oblige our clients.

OLD COLONY TRUST COMPANY
Branch Office, 52 Temple Place, Boston, Mass.

promote life and fire insurance. You know the uses of a safe deposit box, and so do I. But the mass of the public doesn't know that valuables can be stored for twenty-five cents a month. Bankers must realize what benefits their institutions offer to the public, and tell about them.

"After we have sold space in cars it is often difficult to get the advertiser to fill it with live cards. Our series of cards for the banks enabled us to use their space to


CHECKS

 The best way to pay bills is by checks. It's less trouble and saves time. A cancelled check is the best receipt. There is no reason why you should not keep an account with us.


Old Colony Trust Company
BRANCH OFFICE
52 Temple Place, Boston, Mass.

the best advantage immediately. By adhering to black and white effects we maintained dignity. A bank or trust company has no bargains to offer. A few broad facts about the different sorts of service must be presented until they are known to the whole community. We avoided all claims of superiority, such as 'This is the safest bank in the city,' or 'We have the largest surplus.' The series simply educated the public to the advantages of doing business with a bank. 'But won't such

our reply, 'but the individuality that the advertising bank secures will assure it ninety per cent of the business created.' The cost of this advertising was a factor seldom considered—in fact, prices for space were seldom asked until negotiations were being closed. Bankers will pay liberally for advertising that really brings new deposits. The cost is small. New deposits cover it immediately, while there are the by-products of advertising—safe deposit boxes,

 **Where is the money** you have been earning all these years? You spent it and somebody else put it in the bank. Why don't you put your own money in the bank for yourself—why let the other fellow save what you earn?

Old Colony Trust Company
BRANCH OFFICE
52 Temple Place, Boston, Mass.



foreign business, loans and so on. While we planned nothing further than a street car campaign, we were very careful to say nothing against any other legitimate form of publicity.

"The first trust company was established in 1836, in Philadelphia. To-day there are fifty trust companies doing business in the Quaker City. None of the banks have been hurt by them, and all are making money. Where does this business come from? Through natural increase of population and

 It costs nothing to talk over your will with us. We will act as your executor if you wish—solely or jointly with your best friend.

OLD COLONY TRUST COMPANY
Branch Office, 52 Temple Place, Boston, Mass.

wealth. A new bank or trust company must be aggressive because it creates new business—never takes

it away from older concerns to any appreciable extent. Every year, or two or five years, a growing community needs a new bank. These institutions are really far behind the natural increase in wealth and population. Aggressive methods, coupled with intelligent, dignified publicity, will help them catch up.

"PRINTERS' INK was of the greatest value in developing this new field. We sent marked copies of the special bank number to bankers in our territory, receiving in many instances notes of thanks for calling their attention to the subject of financial advertising. We have also sent copies of later issues containing articles on bank publicity. Out of this field has grown another—advertising for fire, life and accident insurance agents—which we are preparing to take up along similar lines."

JAS. H. COLLINS.

WORK out your own salvation—listen to the advice of others, determine for yourself and above all *do* things, even though you are liable to make mistakes.

PUBLISHER

If given the opportunity to do so, and The Journal Company fails to prove that the **PAID CITY CIRCULATION ALONE** of THE MILWAUKEE JOURNAL is larger than is the **TOTAL PAID CIRCULATION** of either of the two other evening papers, and that the **TOTAL PAID CIRCULATION** of THE JOURNAL is larger than is **THEIR ADDED TOTAL PAID CIRCULATIONS**, The Journal Company will make **ABSOLUTELY NO CHARGE** for any advertising obtained by such representation—So when an

ADVERTISER

buys space in THE MILWAUKEE JOURNAL he buys not only more paid circulation than he can possibly buy in any other single daily newspaper published in the State of Wisconsin, but he buys more circulation at less cost than he would obtain did he employ both of the other evening dailies.

STEPHEN B. SMITH,

Tribune Building, New York.

C. D. BERTOLET,

Boycce Building, Chicago.

The fact that

The Chicago Record-Herald Gained 707 Columns

the first seven months of this year as compared with the corresponding period in 1902, while its nearest competitor lost 619 columns, covering the same period, means this: That many new advertisers are giving the preference to THE CHICAGO RECORD-HERALD over other Chicago newspapers, and that the old advertisers have found it profitable to increase their space in its columns.

GLADSTONE

England's Grand Old Man, once truly said: "Nothing except the mint can make money without advertising."

And to advertise and make money, the best medium to use in Toronto is THE STAR.

Advertising in THE TORONTO STAR is a safe investment—every dollar spent in space buying brings two dollars back.

THE TORONTO STAR has proven this so often that it now publishes more local advertising than any other paper in Toronto—morning or evening.

It is impossible to cover Toronto and suburbs and Ontario thoroughly—effectively—without THE STAR.

THE TORONTO STAR has a sworn average daily circulation of over 31,000—on special days the issue reaches 30,000.

The circulation of THE STAR in Toronto city and suburbs is, with one exception, larger by several thousands than that of any other paper.

No returns—every copy is sold, and those who know will tell you THE STAR reaches the better classes. With one exception, it is the only paper in the city which gives its advertisers a sworn circulation statement the first of every month.

The Toronto Star

Foreign Agents: Logan & Cole Special Agency, Tribune Building, New York and Chicago.

THE BEGINNINGS OF MAGAZINE ADVERTISING.

It would be difficult to say when the first magazine advertisement was printed—probably in the first general magazine. The first notable contributor to a general monthly was Dr. Johnson, who began writing for the *Gentleman's Magazine* in 1738. Announcements of different sorts had been printed since its establishment in 1731. The development of English magazine advertising has been hardly worth recounting, however. The beginnings of magazine advertis-

of old monthlies for the years from 1850 to 1875 reveals germs of things that are regarded as new to-day. The ten-cent monthly

WHEELER & WILSON'S

Medal Family Sewing Machine.

The Great Economizer of Time, and Preserver of Health.



The widespread reputation of this machine is entirely due to its positive merits, which are substantiated by the fact that it has secured all the medals and honors that it has fully won. It has become a domestic institution, and is justly called upon as a household necessity. In all the four continents of family sewing, on all, times, seasons, and breadths, in business, traveling, quilting, gathering, and all the intricate stitches used in which beauty is required, the Wheeler & Wilson Sewing Machine constantly supplies a portion of the population. Those who have not before owned this machine will find the advantages of this machine are better to estimate in operation and close inspection of the work, at the same time. This machine is a matter of course and also, in the case of the Office and Workman, at prices from \$10 to one hundred and twenty dollars.

WHEELER & WILSON.

305 Broadway, New York.



magazine goes back that far, taking shape in *Holden's Dollar Magazine*, published in New York as early as 1848, by Wm. H. Dietz. The number for March, 1850, contains sixty-four pages, "splendidly illustrated" with a half-dozen crude woodcuts. The advertising was confined to publishers' announcements and book notices on the cover, with two pages of similar publicity at the back—the forerunner of the great advertising sections of to-day. The most interesting is an ad of Professor Fowler, the phrenologist, who afterwards became well known to readers of advertising by the phrase "Know Thyself!"

The *American Whig Review* for September, 1851, carries six pages of advertising besides the cover. A full page was given to the advertisement of a daguerreotype gallery, part of which was devoted to

ing as it is known and practised to-day are to be traced wholly in the United States, where this medium has attained an importance unknown in other countries. Edgar Allen Poe began writing for the *Southern Literary Messenger* in 1835, and the first rudimentary American magazines date back almost to the beginning of the nineteenth century. Doubtless they carried sporadic advertisements from the earliest days. Magazine publicity really dates from about 1850, when advertisements began to be somewhat regular, though small in volume. An examination



ARE PLANTED BY A MILLION PEOPLE IN AMERICA. SEE
Vick's Catalogue. — 300 Illustrations, only 2 cents.
Vick's Illustrated Monthly Magazine. — 32
pages, fine Illustrations, and Colored Plate in each num-
ber. Price \$1.25 a year. Five copies for \$5.00.
Vick's Flower and Vegetable Garden, 50 cents
in paper cover; with elegant cloth cover, \$1.00.
All my publications are printed in English and German.
Address JAMES VICK, Rochester, N. Y.

suggestions regarding the dress to be worn when pictures were made. Professor Fowler has a full page. Aeolian Pianofortes were adver-

(Continued on page 12.)

The American Newspaper
Directory for 1903 shows

THE
PITTSBURG PRESS

to have a larger circulation
than any other newspaper
published in Pittsburg.

C. J. BILLSON,
Manager of Foreign Advertising,
NEW YORK AND CHICAGO.

in the eighty-and-sixth year of Independence, that a mighty rebellion arose in that land. And Abraham said unto Simon from the Keystone State: "Be thou my armor-bearer." And Simon did as he was commanded, and marshalled immense hosts of young and valiant warriors from the East. And it came to pass, these two mighty armies went forth to fight on the plains of Manassas. And Simon's men, though valiant and brave, were smote hip and thigh, even so much that they hurried brilliantly back to lean on Abraham's bosom. And many were slain, but more were wounded. Then there was great commotion throughout the land, and Abraham called aloud upon the wise men and men of skill to save the sick and give new strength unto the wounded. And lo! there arose in the North

and appetite. And he said: "Let it be proclaimed throughout the length and breadth of the land, from the valleys and mountain-tops, that all who suffer from fevers, dyspepsia, weakness, loss

FOUND AT LAST.—Watches Superseded.—The Dollar Time-Keeper.—A Fuzzor Gsm.—Elegant—ly-cased in Goid of Gold, Superior Compass Attachment, Enamelled Dial, Silver and Brass Works, Glass Crystal, size of lady's watch. Will denote correct time, warranted five years, superb and showy case, entirely of metal. This is no WOOD Compass. Is entirely new, patented. \$200 sold in three weeks. Only \$1 each, three for \$2, in neat case, mailed free. Trade supplied. Address the sole manufacturers, MAGNETIC WATCH CO., HIRSDALE, N. H.

ENOCH MORGAN'S SONS'



SAPOLIO

CLEAR
WINDOWS,
MARBLE,
KNIVES,
POLISHES
TIN WARE,
IRON, STEEL, &c.

Depot, 211 Washington Street, New York

ROGERS' STATUARY.



"NEIGHBORING PEWS."

PRICE \$15.00.

These groups are packed, without extra charge, to go to any part of the world, and their safe arrival is guaranteed. If intended for wedding presents, they will be forwarded promptly as directed.

Illustrated Catalogues of the Groups (and pedestals in ebonyed wood) can be had on application, or will be mailed by enclosing 10 cents to

JOHN ROGERS,

23 Union Square, New York.

BY VISITORS ARE ALWAYS WELCOME.

one Drake, cunning in medicine, but of exceeding modesty. And when Abraham and the people beheld the wonderful cures which were wrought by Drake, Abraham said: "My children must not suffer: give me thy drink to drink, and I will give it a name." And so Abraham drank, and said there was nothing like it, not even in Sangamon County, and that it was bitter to the lips, but good for the stomach; and, because these were bitter times in fighting the masters of the plantations, it shall forevermore be called Plantation Bitters; and so it has been. And the wonderful work which it has performed is witnessed at this day in every town, parish, village and hamlet, where the habits of civilization produce dyspepsia, where war creates accidents, and where climate or exposure destroys strength

of appetite, nervous headache, and mental despondency, will find relief through the Plantation Bitters. They add tone to the stomach and brilliancy to the mind, of which I, O People! am a living example." And Drake did as he was commanded, and got him a place in the great city of New York, and as many as came in unto him were healed, and went on their way rejoicing.

Waltham Watches, Gorham Silverplate, Hostetter's Stomach Bitters, the Great American Tea Company, Tarrant's Seltzer Aperient, B. T. Babbitt's Soap Powder, Lion Coffee, Seth Thomas' Clocks and Coats' Thread are represented in the eight-page advertising section of *Harper's* for September, 1868. Tiffany & Co. are in the *Atlantic Monthly* for November, of the same year, and the staid *Boston Review* had adopted the plan of printing advertisements on



COLUMBIA BICYCLES.

The Popular Steeds for Business and Pleasure.

COLUMBIA TRICYCLES FOR LADIES AND GENTLEMEN.

Send stamp for Illustrated (36 page) Catalogue.

THE POPE MFG CO.
597 Washington Street,
BOSTON, MASS.

colored pages pasted inside the front cover. The forerunner of the Ingersoll dollar watch appeared in *Harper's*, March, 1870, and this is-

sue also contains ads of Sapolio, Thompson, Langdon & Co.'s Glove-Fitting Corsets and several seed announcements. The magazine advertising insert is foreshadowed in an eight-page paid article on the New York *Sun*, illustrated with woodcuts of its publication plant. "Balm of 1,000 Flowers" is a tooth-wash that filled the public eye in its day.

For some reason the numbers of *Harper's* at the end of this formative period of magazine advertising—1875—contain hardly a page



The UNIVERSAL CLOTHES WRINGER, with COG WHEELS, not only saves its cost twice a year, by saving clothes, but does the work more effectually, saving half the time and two-thirds the labor of this hardest of women's work.

From Henry Ward Beecher, in 1864.

After a constant use of the Universal Clothes Wringer for more than four years in my family, I am authorized by the "powers that be," to give it the most unqualified praise, and to pronounce it an indispensable part of the machinery of housekeeping.

Our servants have always been willing to use it and always have liked it.

The Universal Wringer, WITH COG-WHEELS, is warranted in every particular.

A good customer can make money rapidly selling them in every town. Exclusive sale guaranteed and liberal terms given to responsible parties who first apply. Send for descriptive circular. R. C. BROWNING, General Agent, No. 241 Broadway, New York.

of announcements, whereas the issues for ten years before had printed eight times as many. Perhaps the panic of 1873 persuaded advertisers that it did not pay to boom business in hard times. The *Atlantic Monthly's* advertising seemed to grow, however, and the *Century*, which was then *Scribner's Monthly* (established 1870), carried considerable advertising for those days. About 1875 appeared the ads of Rogers' statuary, which has passed, in the intervening quarter century, into a jest and byword. These absurd groups were taken quite seriously in their

day, however, and were one of the first novelties to be exploited in magazines and by means of "up-to-date" pictures. Macey, the Grand Rapids desk man, had his forerunner in the Wooton Desk Co., whose ads were prominent for several years about this time. Birch's adjustable watch key was widely advertised in its day, and every man who is over thirty years of age probably remembers the persistent little half-inch ad. Columbia Bicycles appeared before the eighties, as did Sozodent, Hunyadi Janos, Epps' and Baker's Cocoa, Ferris' Hams, Apollinaris Water, Royal Baking Powder, Colgate's Soaps, Mellin's Food and a number of other commodities that are still actively exploited. Along with them appeared the advertising of others that, while as well known in their day, are wholly strange to the present generation. Perhaps it speaks well for advertising, nowever, that these are not nearly so many in number as the commodities that were well known through publicity twenty-five years ago and have lived to be far more widely known to-day.

If your ad is good enough to bring people to your store, your goods ought to be good enough to bring them back again.

ILLUSTRATED CIGAR AD.



DOMESTIC WRAPPER—CUBAN FILLER.

OUR TRUST DEPARTMENT

takes entire charge of estates, under wills or agreements. Having expert knowledge of Real Estate and Bond and Mortgage investments it is enabled to greatly benefit estates in its charge. Acts as TRUSTEE, EXECUTOR, ADMINISTRATOR or GUARDIAN

THE NORTHERN TRUST COMPANY BANK

SOUTHEAST COR. LA SALLE AND ADAMS STS. CHICAGO

CAPITAL \$1,000,000 - SURPLUS \$1,000,000

DIRECTORS

A. C. BARTLETT	H. N. HUGHES	ALBERT A. SPRAGUE
J. HARLEY BRADLEY	MARVIN HUGHITT	MARTIN A. RYERSON
WILLIAM A. FULLER	CHAS. L. HUTCHINSON	BYRON L. SMITH

OUR BANKING DEPARTMENT

INVITES THE BUSINESS OF RELIABLE INDIVIDUALS, CORPORATIONS AND FIRMS

OUR SAVINGS DEPARTMENT

ACCEPTS DEPOSITS OF ONE DOLLAR AND UPWARDS, PAYING 3% INTEREST ON SAME

FOREIGN EXCHANGE AND SAFETY VAULTS

A CHICAGO BANK AD.

(By courtesy of the Northern Trust Co.)

POSITION.

Unquestionably the best position in a local newspaper for a local store is on the local page. I never could understand why proprietors of patent medicines fought with merchants for position on local pages. Their advertisements would find just as good attention and perhaps better upon a miscellaneous page. This is a fact that the merchant would do well to point

out to his newspaper manager, particularly if his newspaper manager is one of those fellows who charge the local merchant one price for a space and the patent medicine advertiser another and a lower one and give the outsider preferred position.—Charles Frederick, in Michigan Tradesman.

It takes more skill to sell goods than to make them.—Seth Brown.

The Oddity Column

THE Oddity Column is a new department of classified advertisements, displayed in manner and form as shown on the opposite page. The announcements will be set in pearl, and a line border will always distinguish this department from others. The price under this classification is *three* cents per word, amount always to come with order and copy. The column will contain offers to purchase, offers for sale, offers to swap (they now say to exchange) and any other sort of announcements of interest to advertisers and people with money or brains, or whims. The column is subject to the censorship of its editor, yet should an adwriter like to marry an adwriting woman, his announcement to that effect would be as legitimate as the medium appropriate, and should any satisfactory match result from the ad, it would not be the first time that the Little Schoolmaster has been the cause of romance.

If one considers that PRINTERS' INK has as readers a large percentage of the most intelligent business men, who not only have whims and fancies but the means to satisfy them, it should be plain that the profitableness of this column will eventually rival its most interesting oddities.

Address Copy and Remittance to

Oddity Column Editor Printers' Ink

10 Spruce Street - - - New York



Advertisements under this heading are 3 cents a word, subject to approval of its editor. Address copy and remittances to Editor ODDITY Column.

GOOD printing at fair prices. Cheap work I don't want. WM. JOHNSTON, 45 Rose St., New York.

EARLY issues of Printers' Ink; almost the whole volumes one and two can be supplied by WM. JOHNSTON, 45 Rose St., N. Y.

RARE BOOKS on occultism, hypnotism, stage magic, gambling. Send for list. M. WALLER, 718 Race, Philadelphia.

OBSEVANT young man, familiar with advertising, wants to become Philadelphia correspondent for Printers' Ink. Salary no object. Other propositions carefully considered. Address "L. F.," care Printers' Ink.

ISN'T it odd how some men will rush into advertising without adequate preparation and then lament that it doesn't pay? My booklet, "Selling More Goods," gives an outline of my methods of selling by means of good advertising. Free. Write, ELMOND BARTLETT, Advtg. Specialist, 910-11 American Tract Building, New York.

EXCHANGE.—We want to swap a hundred-dollar bill every week for the services of some experienced solicitor who can and will take orders on the road. If you are able to furnish the equivalent for our offering write promptly; don't call until requested. Address THE GEORGE ETHRIDGE CO., 25 Union Square, New York.

IT'S outside my regular work, so I want a publisher or promoter to reproduce copies of the most noteworthy painting of the century. Not one copy has ever been sold. Great advertising possibilities; during the past few months autographic letters—testimonials in highest terms—have been received from such notables as Messrs. Howells, Watterson, Whitcomb Riley, Edison, Tesla, Marconi, Gibbons, Falconio, Potter, Roosevelt, Hay, Cleveland, Hadley, Elliott, and scores more. Right contract to right party. Address "COMPOSITE," care Editor Printers' Ink.

THE MESSENGER, a leading newspaper at Fort Dodge, Iowa, is desirous of securing revenue from the front corner windows, show cases and shelves of its front business office. Elegant new building in heart of city of 15,000. Will consider desirable agency of articles incidental to printing and stationery business. In position to thoroughly push by advertising. Traveling salesman for THE MESSENGER could work outside territory.

THE leading advertising journal in the United States wants an outside man to solicit business on commission. From able young men—preferably of such who have experience and a good knowledge of the New York local field—applications are desired. Good education, gentlemanly appearance and conduct, the ability and willingness to learn and to execute the spirit of given instructions, are some of the necessary requirements. State age, experience and other details to A. A. A., Box 672, New York City.

CLIPPED AND PASTED.

SUMMER BOARDER—I thought your advertisement said something about boating?

Farmer—Oh! yes. We have a boat and oars—only sometimes the creek dries up.—*Town and Country.*

SPORTING EDITOR—What's the matter with the editor? He seems wild with grief.

Compositor—Why, he read a spring poem thinking it was a patent medicine ad.—*Chicago News.*

SHE—They say the eyes are the windows of the soul, I believe.

He—Yes; and when a man goes into a drug store and shuts a window quickly, the clerk knows just about what the poor soul wants.—*Yonkers Statesman.*

"I SEE you advertise for a donkey," said the man who looked as if he had something for sale.

"Oh, yes," said the busy man stopping his work for a minute to look up; but I want one with four legs.—*Ex.*

A CATCHING ADVERTISEMENT—Ida Gertrude inserted an advertisement that she would like to meet a gentleman who was fond of outdoor life.

Belle—Who answered?
Ida—Sixteen tramps.—*Philadelphia Record.*

WEALTHY CITIZEN—But I said distinctly in my advertisement that I wanted "a reliable colored coachman," and you are a red-faced Irishman.

Applicant—But shure, sor, isn't red as reliable a color as black?—*Baltimore American.*

SWEET are the uses of advertisement. The following gem has been found in the pages of a prominent German paper: "Any person who can prove that Messrs. Biank's chocolate is harmful to health will receive a free gift of one pound of the chocolate."—*London Tailor.*

ADAM hastened to get the evening paper.

"Yes," he exclaimed triumphantly, "they've got the whole story and even spelled our names right!"

Hereupon they considered whether they had sufficient notoriety to go upon the stage.—*New York Sun.*

"I BELIEVE," said the man who had recently moved into the neighborhood, "that you advertise your establishment as a real live grocery?"

"You have said it" replied the grocer, with a large, open-faced smile.

"Well," rejoined the new customer, "be that as it may. I wish to state that the cheese I purchased here yesterday was about the liveliest thing I ever encountered."—*Chicago News.*

FRIEND—Taking so many daily newspapers is a good deal of an expense, isn't it?

Host—Doesn't cost a cent.
"You certainly are not on the free list."

"No. I save the coupons, exchange them for the books, pictures and so on which they offer, then sell the books and pictures, and use the money to pay my subscriptions."—*N. Y. Weekly.*

SYSTEM.

The advertising man must be a business man. His methods and habits must be business-like. He must take the business view of things. To be successful in managing a store's advertising requires business sense far more than it requires conspicuous literary ability.

"System" is the secret of running an advertising office easily and effectively. Lack of system has proved the undoing of many a really clever advertising man. The first thing for the advertising man to do when he begins operations in a new field is to take a general view of the situation—see what work lies before him. Then he should proceed to systematize.

He should have a time for laying out his newspaper advertisements, a time for gathering in the items of "store news" from the various sections of the establishment; a time for preparing advertising "copy"; a time for sending it to the newspapers, and a time for reading proofs. He should let nothing short of the most urgent exigencies turn him from his schedule. He should learn what important store events—openings, annual sales, etc., are coming, and get ready for them in good season. He should know when booklets, circulars, catalogues, etc., ought to come out, and should see to it that they are issued on time.

He should order newspaper illustrations far enough in advance to give the engraver time to produce a good job—should never be obliged to put in an out-of-style cut because new ones are not ready. He should know when contracts with publishers expire, and have his plans concerning their renewal pretty well decided upon in advance. If he has assistants, he should know the duties of each—see that they know them—hold each to strict account for the fulfilment of his work. The firm's advertising and that of its competitors' should be filed

away systematically. Cuts should be arranged in a classified cut-cabinet. Advertising accounts should be accurately kept.

The advertising office is one of the busiest spots in a large store. If its work is done "hit or miss" as it comes in, with never a thought for the morrow, the advertising man will find it necessary to spend a great many laborious nights in keeping up with his work, or will become hopelessly involved in a twisted tangle.

Work habitually done under pressure is likely to be just about half done. It's a great deal like moving away hay from a horse-fork in a country barn. If one doesn't keep up with the work, one is soon buried. It is better to be ahead of than behind the schedule. The man who can every now and then look over his memorandum pad and say "I am even with my work now," will have both time and inclination to make himself valuable to his employer by thinking out new plans for business promotion.

THE *Boston Traveler*, under the management of Mr. John H. Fahey, has already undergone improvements which are very noticeable.



WRITES HIS OWN ADS.

ROLL OF HONOR PRIZE COMPETITION.

In April, 1903, PRINTERS' INK inaugurated a new department called A Roll of Honor. Published weekly in preferred position it lists publications that have furnished detailed statements to and secured figure ratings in the American Newspaper Directory. When a publisher has taken this means of showing that he is willing to let advertisers know how many copies he prints, the Roll of Honor enables him to keep his publication and circulation rating before a large body of advertisers every week at nominal expense. Such service is to be obtained nowhere else at any price. Another advantage is that a publisher entitled to representation may, by simply furnishing later statements, show just how much circulation his paper has gained during a certain period. Change of copy is always free of charge. These are some of the advantages of the department. There are many others.

\$100 will be paid for the article which is deemed the best in setting forth why every publisher entitled to a place in the Roll of Honor should make use of the service.

\$50 will be paid for the second best article wanted as above.

\$25 will be paid for the third best article wanted as above.

RULES WHICH GOVERN THE CONTEST.

(1) The article must clearly set forth the terms of the Roll of Honor as described in that heading of the first page of the Roll of Honor published in every weekly issue of PRINTERS' INK.

(2) It must give sane reasons why the Roll of Honor is a help to those papers entitled to a place in it.

(3) The author of an article so written must have it published in some sort of a publication, either in a display advertisement, or as an essay.

(4) The space occupied by such an article must be equivalent to not less than five dollars' worth of space in the publication in which it appeared.

(5) A marked copy of the paper in which the article appeared must be mailed to the editor of PRINTERS' INK and also a clipping of the same must be sent under sealed letter postage marked Roll of Honor Contest, care editor of PRINTERS' INK.

(6) As an acknowledgment and a partial payment of such service, every

contestant will receive a coupon good for a cash payment to one year's subscription to PRINTERS' INK.

(7) Every week the editor of PRINTERS' INK will carefully weigh the merits of each contribution so received and choose from that number the one deemed the best submitted in that particular week.

(8) The article so chosen every week will be published in PRINTERS' INK, together with the name of its author and the name and date of the paper in which it had insertion.

(9) As a further recognition of such an article an additional coupon as described under rule No. 6 will be sent to the weekly prize winner and another coupon of the same class to the advertising manager of the paper in which the article appeared.

(10) After the competition has progressed what is deemed a far enough period—at any rate not later than December 9, 1903—it will be closed and among the whole number of the weekly prize awards the best three will be chosen and cash prizes awarded as already stated above, viz.: \$100 for the best article, \$50 for the second best article, \$25 for the third best article.

(11) Half-tone portraits of the three prize winners will also be published in the final account of this contest.

(12) This contest is open to everybody. There is no limit to the number of articles one may submit as above stated, and no bar to the publications in which they are to be inserted.

Every young man and woman interested in advertising should take part, and among the staffs of the papers already members of the Roll of Honor there are probably many bright young fellows who can write an excellent article and one that may land one or two of the cash prizes to be paid about Christmas time. Strict compliance with these rules must be observed, otherwise entries may fall of recognition.

This competition offers to ad-writers an opportunity to obtain publicity in PRINTERS' INK that money could not buy, as well as to have their work passed upon by the Little Schoolmaster and his pupils everywhere. Mere fine writing may have less show than rugged, homely expression of facts. The chief point to be emphasized is why a publisher whose paper is entitled to a place in the Roll of Honor should secure representation therein.

If further information is desired address the editor of PRINTERS' INK.

ROLL OF HONOR PRIZE COMPETITION.

NINTH WEEK.

In response to the contest announced on the preceding page four articles were received in time for report in this issue of **PRINTERS' INK**. Of these, the one reprinted below was deemed the best. It was written by L. W. Marshall, 478 Jefferson Ave., Brooklyn, N. Y., and it appeared in the Jersey City, N. J., *Evening Journal* of August 6, 1903. In accordance with the rules which govern this contest, a coupon entitling the holder to a paid-in-advance subscription to **PRINTERS' INK**, good for one year from date of presentation, was sent to Mr. Marshall when the marked copy of the paper was received. Two additional coupons, one to Mr. Marshall and one to the advertising manager of the *Journal*, were sent in accordance with the terms of the competition, after the choice for the week had been made. Mr. Marshall's effort will now be placed on file and it will have further consideration when the time for awarding the cash prizes arrives. The article as it appeared in the *Journal* follows here:

The "Evening Journal" on Advertisers' Honor Roll. . .

PRINTERS' INK, published by Geo. P. Rowell & Co., at 10 Spruce street, New York City, is the pioneer publication for the advancement of the interests of the American advertisers. The paper has been published over fifteen years, during which time it has practically revolutionized ways and methods in publicity.

PRINTERS' INK is now and always has been a leader and a champion of every upright method that would help an advertiser in pushing his business through advertising. **PRINTERS' INK** has been able to do this by a number of clever innovations, prize competitions and other novel devices which have stimulated talent to bring forward valuable ideas, plans and suggestions.

One of the most recent, and, in the writer's opinion, the most practical innovation, is the Roll of Honor, which the Little Schoolmaster (a name given **PRINTERS' INK** by the advertisers) created in April, 1903. Only four months old, this new department has taken such a hold on the publishers and advertisers that it has already become a fixed, valuable and permanent institution. It is a department which distinguishes it-

self as the first department of its kind in existence anywhere.

The reader may ask, What is the Roll of Honor and what is its advantage to a publisher and advertiser? My answer would be: The Roll of Honor is a classified advertisement service which appears weekly in a preferred position in **PRINTERS' INK**.

Publications entitled to insertion therein must have a figure rating in the 1903 issue of the American Newspaper Directory, the standard authority on all matters appertaining to newspaper circulation ratings of America; in other words, they must belong to a class of honest and intelligent publishers who believe in the principle of letting their circulation be known.

The only exception to the above specified qualifications are those papers to which the American Newspaper Directory has accorded the Gold Marks (●●), a distinction which denotes superior quality of circulation. There are only about eighty-seven publications which have this distinction, and they are papers, in most instances, with a name and a history.

The Jersey City *Journal* is the only paper published in Jersey City entitled to a place in the Roll of Honor. Its publishers are not only willing that its circulation be known, but are anxious to display to the advertisers its methods of doing business.

The advantage resulting to a publisher of a paper that is entitled to a place in the Roll of Honor is direct and positive.

PRINTERS' INK is read by every general advertiser of not only the American continent, but also of foreign lands as well.

The Roll of Honor has their careful attention every week, and they turn to it as a simplified choice index of choice papers.

This service can be had for the nominal cost of twenty dollars and eighty cents for a full year, 52 insertions, and virtually amounts to an endorsement of a newspaper which it could nowhere else obtain in all the country, with the same degree of authority.

The Roll of Honor further permits a publisher to state his growing circulation for a week, a month or a quarter just past. This would in itself appear the strongest feature of the service, for advertisers have ever looked for such a plan, and publishers have ever clamored for such a chance.

L. W. MARSHALL.

THE QUIET KIND.

Tommy—"Can we play at keeping a shop here, mamma?"

Mamma (who has a headache)—"Certainly, but you must be very quiet."

Tommy—"Well, we'll pretend we don't advertise."—*Anco Special*.

A FOOL and his money soon parts—when the unscrupulous solicitor gets in his work.—*White's Sayings*.

A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated. These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character. No amount of money can purchase a place in this list for a paper not entitled to it.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (C) (G), the so-called gold marks, denoting superior excellence in quality of circulation. Announcements under this classification, if entitled as above, cost 30 cents per line under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily average for 1902, 1,159. Weekly, 2,026, guaranteed (33). First six months, 1903, daily 1,555 guaranteed.

Birmingham, Birmingham News. Daily average for 1902, 15,452 (34); first seven months 1903, 17,595; July, 1903, 20,182; guaranteed.

Birmingham, Ledger. dy. Average for 1902, 12,980 (34). Av. for Aug., 1903, 17,586, guaranteed.

Montgomery, Advertiser. Advertiser Co. Average circulation for 1902, guaranteed, daily 15,899 (C) (G), weekly 12,841, Sunday 14,625 (40).

ARIZONA.

Phoenix, Republican. Daily average for 1902, 5,320 (47). Logan & Cole Special Agency, N. Y.

CALIFORNIA.

Fresno, Morning Republican, daily. Average for 1902, 4,644 (67). E. Katz, Special Agent, N. Y.

Oakland, Tribune, daily. Average for 1902, 9,952 (75). Tribune Publishing Company.

San Francisco, Argonaut, weekly. Average for 1902, 15,165 (81). E. Katz, Special Agent, N. Y.

San Francisco, Bulletin. R. A. Crothers. Av. for 1902, daily 49,159, Sunday 47,802 (80).

San Francisco, Call, d'y and S'y. J. D. Spreckels. Av. for 1902, d'y 60,885, S'y 71,684 (80).

COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1902, 82,171 (97). Average for August, 1903, 88,759. Gain, 6,588.

CONNECTICUT.

Hartford, Times, daily. W. O. Burr. Average for 1902, 16,172 (111).

Meriden, Morning Record and Republican Repub'n Pub. Co. Dy. av. for 1902, 7,887 (112).

New Haven, Palladium, daily. Average for 1902, 5,500 (114). E. Katz, Special Agent, N. Y.

New Haven, Union. Av. for 1902, d'y 15,821, S'y 8,825 (114). E. Katz, Special Agent, N. Y.

New London, Day, evg. Av. 1902, 5,198 (115). First six months 1903, 5,552. Aug., 1903, 5,756.

Norwich, Bulletin, daily. Bulletin Co., publishers. Average for 1902, 4,659 (116). Average first six months 1903, 4,996.

DISTRICT OF COLUMBIA.

Washington P. Star, daily. Ev. Star Newspaper Co. Average for 1902, 23,748 (C) (G) (122).

National Tribune, weekly. McElroy & Shoppell. Average for 1902, 104,599 (123).

DELAWARE.

Wilmington, Morning News, daily. News Publishing Co., pubrs. Average for 1902, 9,425 (121).

FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1902, 7,918 (126). Average first six months, 1903, 8,229.

Pensacola, Journal, daily, every morning except Monday. Average for 1902, 2,441 (131).

Tampa, Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1902, 5,668 (132).

GEORGIA.

Atlanta, Journal, dy. Av. 1902, 27,628. Semi-weekly, 34,105 (135). Atlanta Journal Co., pubrs.

ILLINOIS.

Calre, Citizen, weekly. Citizen Co. Year ending Dec., 1902, no issue less than 1,000 (161).

Champaign, News. In 1903 no issue less than 1,100 daily and 3,400 weekly (163). Average daily issue for July, 1903, 1,711.

Chicago, American Bee Journal, weekly. Actual average for 1902, 7,425 (167).

Chicago, Baker's Helper, monthly. H. R. Clissold. Average for 1902, 4,050 (C) (G) (177).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,052 (167). Average first 25 weeks, 1903, 66,740.

Chicago, Grain Dealers Journal, s-mo. Grain Dealers Company. Av. for 1902, 4,416 (C) (G) (178).

Chicago, Irrigation Age, monthly. D. H. Anderson. Average for 1902, 14,166 (181).

Chicago, National Harness Review, mo. Av. for 1902, 5,291 (183). First 3 mos. 1903, 6,250.

Chicago, New Thought, monthly, 36c. a year. Ella Wheeler Wilcox, editor. Average year ending January, 1903, 29,329 (185). Since January, 1903, New Thought prints over 100,000 monthly.

Chicago, Record-Herald. Average for 1902, daily 158,424, Sunday 171,816 (166).

Chicago, Tribune, daily. Tribune Co. In 1902, 7A (C) (G) (166).

Clayton, Enterprise, weekly. No ads on patent. No issue since 1902 below 1,008 (183).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,875 (192). Average first six months 1903, 14,858.

Evanston, Correct English: How to Use It, mo. Average for year ending Oct., 1902, 9,750 (194).

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1902, 23,749 (219).

INDIANA.

Evansville, Journal-News. Av. for 1902, d'y 11,910, S'y 11,608 (244). E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Muncie, Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,468, S'y 16,555 (260).

Notre Dame, The Ave Maria, Catholic weekly magazine. Average for 1902, 25,976 (262).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,820 (264).

A Roll of Honor—Continued.

Richmond, Evening Item. Sworn dy av. for 1902, \$124 Same for August, 1903, \$237.

South Bend, Tribune. Sworn dy. av., 1902, 4,861 (367). Sworn an. first 6 mos. 1903, 5,584.

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (332).

Burlington, Hawk-Eye, daily. J. L. Waite. Av. for 1902, 6,212 (285). June 30, 1903, 7,018.

Davenport, Times. Dy. av. 1902 6,822, s.-wy. 1,527 (392). Dy. av. August, 1903, 8,087. Cir. guar. more than double of any Davenport daily.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1902, 24,019 (293). Average for June, 1903, \$1,011.

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (394).

Des Moines, News, daily. Av. 1902, 37,118 (293). Average for July, 1903, 42,828.

Muscatine, Journal, dy. av. 1902 5,712, s.-wy. 2,711 (315). Dy. av. 1st 6 months 1903 4,188.

Ottumwa, Courier, dy. av. '02 4,491, s.-wy. 6,984 (319). 1st 6 mos. 1903, dy. 4,577, s.-wy. 7,291.

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 496, w'y 2,544 (323).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 5,681 (322).

Sioux City, Journal, daily. Perkins Bros. Co. Average for 1902, 16,968 (324). Over 19,000 daily guaranteed for 1903. Banks first and best in its wide field in the Northwest.

KANSAS.

Atchison, Globe, daily. E. W. Howe. (334). Offers to prove 5,200 daily circulation for 1903, or receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 195,809 (345).

Hutchinson, News, d'y and w'y. W'y. during 1902, no issue less than 1,920 (346). E. Katz, N. Y.

Topeka, Western School Journal, educational monthly. Average for 1902, 8,116 (362).

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (364). Beckwith, N. Y. & Chicago.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,248 (368).

Lexington, Leader. Av. for 1902, d'y 3,788, w'y 2,806, s'y 4,008 (373). E. Katz, S. A., N. Y.

Paducah, Sun, daily. Sun Publishing Co. Average for year ending June, 1902, 1,704 (378). Daily average for July, 1903, 2,114.

LOUISIANA.

New Orleans, Louisiana Planter and Sugar Mfr, w'y. In 1903 no issue less than 3,000 (387).

The Southern Buck, official organ of Elksdom in Louisiana and Mississippi. Av. '02, 2,866 (388).

MAINE.

Augusta, Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,125 (391).

Bangor, Commercial. Average for 1902, daily 7,846, weekly 29,012 (392).

Lewiston, Evening Journal, daily. Average for 1902, 6,640 (393), weekly 15,255 (395).

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1902, 5,416 (397).

Portland, Evening Express. Average for 1902, daily 11,181, Sunday Telegram 7,666 (397).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,555 (402).

MASSACHUSETTS.

Boston, Evening Transcript (C.C.) (412) Boston's tea table paper. Largest amount of week-day ad.

Boston, Globe, average for 1902: Daily, 196,579; Sunday, 276,296 (413-413). First 6 mos. 1903, dy. 195,747, Sy. 296,329. Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (C.C.)

Post, daily. Average for 1902, 174,178 (415). Largest p. m. or a. m. sale in New England.

Danvers, Red Men's Official Journal, monthly. Andrew H. Paton, pub. Average 1902, 2,750 (420). Only official paper for 350,000 members.

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1902, 20,541 (425).

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (426).

Salem, Little Folks, mo., juvenile. S. E. Casmino. Average for 1902, 75,256 (434).

Springfield, Good Housekeeping, mo. Avg. for 1902, 103,666 (436). For year end. April, 1903, 119,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1902, 1,270 (440). Ac. first 6 mths. in 1902, 5,588.

Detroit, Free Press. Average for 1902, daily 41,952, Sunday 51,260 (450).

Detroit, Times, daily. Detroit Times Co. Average for 1902, 37,657 (459).

Grand Rapids, Evening Press, dy. Average for 1902, 83,216 (456). First 6 mos., 1903, 86,184.

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, 26,156 (458). Only morning and only Sunday paper in city of 100,000. Average daily issue first eight months this year, 30,968. Advertising rate, 1/2 cents per agate line now—will be increased January, 1904.

Kalamazoo, Telegraph. Actual average for 1902, daily 7,408, semi-weekly 7,579 (462).

Saginaw, Evening News, daily. Average for 1902, 9,848 (473). Aug., 1903, daily 11,406.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (496).

Minneapolis, Journal, daily. Journal Printing Co. For 1902, 54,628 (498).

Minneapolis, N. W. Agriculturist, s.-mo. Feb. '03, 73,168 (498). 75,000 guard'd. sec. agate line.

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,200 (C.C.) (497).

Minneapolis, Svenska Amerikanska Posten, weekly. Average for 1902, 47,075 (497).

Minneapolis Tribune. W. J. Murphy, pub. Average for 1902, daily, 66,872 (496); Sunday, 56,856. Six months to Sept. 1st, 1903: daily 71,659, Sunday 60,604. Est. 1867. The only Minneapolis daily listed in the American Newspaper Directory that publishes its circulation down to date in ROLL OF HONOR, or elsewhere. Advertisements go in both morning and evening editions for one price. The Tribune is one of the nine American newspapers the circulation of which is subject to a cash guarantee by the Directory.



A Roll of Honor—Continued.

Minneapolis, Western Progress, mo., devoted to Western interests. Av. for 1902, 10,000 (500).

St. Paul, Dispatch, dy. Aver. 1902, 49,052 (506) Present aver. 55,161. ST. PAUL'S LEADING NEWSPAPER.

St. Paul, News, dy. Aver. 1902, 20,619 (505). First 6 mos. 1903, aver. 22,727.

St. Paul, Pioneer-Press. Daily average for 1902 24,151, Sunday 20,986 (506).

Winona, Pioneer and Herald, daily. Average 1902, 6,209 (512). Av. past 6 months, 4,007.

MISSOURI.

Carthage, Press. Daily average for 1902, 1,411, weekly 2,820 (530). W. J. Sewall, pub.

Joplin, Globe, daily. Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

Kansas City, Journal, d'y and w'y. Average for 1902, daily 56,876, weekly 161,109 (541).

Kansas City, Weekly Implement Trade J'n'l. Av. Aug., '02, 9,187 (543). Av. 6 mos. '03, 9,595.

Kansas City, World, daily. Aver. 1902, 62,978 (542). First 6 mos. 1903, 61,685.

Mexico, American Farm and Orchard, agric. and hort., mo. Actual average for 1902, 4,828 (519). Actual aver. May, June, July, 1903, 15,667.

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (557).

St. Joseph, 300 S. 7th St. Western Fruit Grower, w'y. Aver. for 1902, 22,287 (557). Rate 15c. per line. Circulation 20,000 copies guaranteed.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 22,052 (563).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 908,222. Actual proven average for first 9 mos. in 1903, 1,115,760. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda, Standard. Daily average for 1902 11,204 (572). MONTANA'S BEST NEWSPAPER.

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,209.

NEBRASKA.

Lincoln, Deutsch-American Farmer, weekly (390). Av. for year end, April 30, 1903, 144,554.

Lincoln, Freie Presse, weekly (390). Average for year ending April 30, 1903, 144,554.

Omaha, Den Danske Pioneer, w'y. Sophus F. Noble Pub. Co. Average for 1902, 28,478 (594).

Omaha, News, daily. Aver. for 1902, 22,777 (391). First 6 mos. 1903, aver. 29,065.

NEW HAMPSHIRE.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (509).

Leith & Stuart, N. Y. Rep., 150 Nassau St.

NEW JERSEY.

Elizabeth, Evening Times. Sworn aver. 1902, 2,825 (516). 6 mos. 1902, 4,228.

Elmer, Times, weekly. S. P. Foster. Average for 1902, 2,025, (516).

Jersey City, Evening Journal, dy. Average for 1902, 17,552 (519). 1st 6 mos. 1903, 18,407.

Jersey City, Sunshine, mo. J. W. Floridy. Aver. for year ending Jan., 1903, 24,500 (436).

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (523).

Plainfield, Daily Press. A. L. Force, publisher. Actual average for 1902 2,552 (525).

NEW YORK.

Albany, Journal, evening. Journal Co. Average 1902, 16,109 (534); present, 18,297.

Albany, Times-Union, every evening. Establ. 1856. Average for 1902, 25,294 (536).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1902, 10,891 (538).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 42,818, evening 20,401 (541).

Corning, Evening Leader, daily. Average for 1902, 4,064 (547). First half 1903, 5,325.

Elmira, Ev'g Star. Av. for 1902, 8,225 (551). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 150 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, 8,116 (552). Av. for June, 1903, 4,202. Leith & Stuart, N. Y. Rep., 150 Nassau St.

Newburgh, News, dy. Av. for 1902, 4,257 (556). Guaranteed by affidavit or personal investigation.

New York City.

American Machinist, w'y, machine construe. (Also European ed.) Av. 1902, 18,561 (559) (579).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 62 Trinity pl. Av. for 1902, 15,006 (571).

Automobile Magazine, monthly. Automobile Press. Average for 1902 8,750 (580).

Baker's Review, monthly. W. R. Gregory Co., publishers. Average for 1902, 2,088 (585). Average for first six months end, July 31, 1903, 4,416.

Benziger's Magazine, family monthly. Benziger Bros. Average for 1902, 28,479 (586).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,222 (587).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 200,222 (587).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1902, 26,544 (590) (573).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1902, 721,909 (595). Act. av. circ'n for 6 months ending June, 1903, 876,987.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,212 (596) (574).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, 10,009, (596) (574).

Forward, daily. Forward Association. Average for 1902, 21,709 (597).

Hardware, semi-monthly. Average for 1902, 2,402 (583); first half 1903, 2,462.

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1902, 22,222 (598).

Music Trade Review, music trade and art weekly. Aver. for 1902, 5,452 (577).

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub., 8 Spruce street. (599) (579).

Pocket List of Railroad Officials, qly. Railr'ds & Transp. Av. '02, 17,696 (703); av. '03, 17,922.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 2,650 (579).

Printers' Ink, weekly. A journal for advertisers. \$5.00 per year. Geo. F. Rowell & Co. Est. 1888. Average for 1902, 18,227 (579).

Railroad Gazette, railroad and engineering weekly. 23 Fulton street. Est. 1854. (599) (580).

The Central Station, monthly. H. C. Cushing Jr. Av. for year ending May, 1902, 2,452 (597).

A Roll of Honor—Continued.

The Iron Age, weekly, established 1855 (©©) (876). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:



"Awarded November 30, 1901
"by Printers' Ink, the Little
"Schoolmaster in the Art of
"Advertising, to The Iron Age,
"that paper, for a canvass-
"ing of merits extending over
"a period of ten months, hav-
"ing been pronounced the one trade paper in the
"United States of America that, taken all in all,
"renders its constituency the best service and best
"serves its purpose as a medium for communica-
"tion with a specified class."

The New York Times, daily. Adolph S. Ochs, publisher, 1902 A (©©) (669).

Hochester, Case and Comment, mo. Law. Av. for 1902, 20,000 (715); 4 years' average, 20,186.

Schenectady, Gazette, daily. A. N. Lacey. Average for 1902, 9,097 (718). Average for the month of July, 1903, 12,864.

Utica, National Electrical Contractor, mo. Average for 1902, 2,292 (725).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 15,618 (723).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 3,468 (734).

Whitehall, Chronicle, weekly. Inglee & Tefft. Average for 1902, 4,152 (736).

NORTH CAROLINA

Lexington, Dispatch, w'y. In 1902 no issue less than 5,000 (735). Aver. first 3 mos. 1903, 6,800.

NORTH DAKOTA

Grand Forks, Norman, weekly. Norman-den Pub. Co. Average for 1902, 4,869 (744).

Herald, dy. Av. for '02, 4,759 (744). For yr. end. July, '03, 5,205. La Cote & Maxwell, N. Y. Rep.

OHIO

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,555 (752).

Cincinnati, Enquirer. Established 1842. Daily (©©), Sunday (©©) (761). Beckwith, New York.

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 2,524 (765).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. aver. for 1902, 142,018 (761). Act. aver. for first six months 1903, 147,601.

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,989 (770).

Columbus, Sales Agent, monthly. E. L. Moon, publisher. Average for 1902, 4,955 (771).

Dayton, News, daily, News Publishing Co. Average for 1902, 16,520 (773).

OKLAHOMA

Guthrie, Oklahoma State Capital, dy. and w'y. Average for 1902, dy. 18,806, w'y. 21,222 (813).

OREGON

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, 3,508; first 3 mos. 1903, 4,012.

Portland, Washington Advocate, mo. Order of Washington, pubs. Avg. for 1902, 6,040 (826).

PENNSYLVANIA

Bellefonte, Centre Democrat, w'y. Average for 1902, 8,250 (825). First six months 1903, 8,750.

Erie, Times, daily. Average for 1902, 10,645 (843). E. Katz, Special Agent, New York.

Harrisburg, Telegraph, dy. No issue for year end. Feb., '03, less 2,500 (847). Sworn av. year end. July, '03, 9,429. Shannon, 150 Nassau, N. Y.

Philadelphia, American Medicine, w'y. Av. for 1902, 19,527 (855). Av. March, 1903, 16,827.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,743 (871).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1902, 528,127 (873). Printers' Ink awarded the seventh sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1903, by
"Printers' Ink, 'The Little
"Schoolmaster' in the Art of
"Advertising, to the Farm
"Journal. After a canvassing
"of merits extending over a
"period of half a year, that paper, among all
"those published in the United States, has been
"pronounced the one that best serves its purpose
"as an educator and counselor for the agricul-
"tural population, and as an effective and econom-
"ical medium for communicating with them,
"through its advertising columns."

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (©©) (885).

Philadelphia, Reformed Church Messenger, w'y. 1306 Arch st. Average for 1902, 8,674 (886).

Philadelphia, Sunday School Times, weekly. Average for 1902, 101,315 (889). Average to July 1, 1903, 108,057. Religious Press Assn., Phila.

Philadelphia, The Evening Bulletin, d. ex. R. Average for 1902, sworn, 120,459 (864) copies daily, net paid. Average for first six months of 1903, sworn statement, 141,196 copies per day, net paid. The Bulletin's circulation figures are net, all damaged, unsold, returned and free copies being deducted. No other Philadelphia newspaper states or prints its net figures. The Bulletin goes daily into more Philadelphia homes than any other medium. It has by many thousands the largest city circulation in Philadelphia.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN.

Pittsburg, Chronicle-Telegraph. Aver., 1902, 67,242 (875). Sworn statement on application.

Pittsburg, Gazette, d'y and Sun. Aver. d'y 1902, 60,229 (876). Sworn statement on application.

Pittsburg, Times, daily. Wm. H. Self, pres. Average for 1902, 69,571 (876).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (890).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,301 (895). Average for May, 1903, 8,272.

RHODE ISLAND

Providence, Daily Journal, 15,975 (©©) (896), Sunday 18,281 (©©). Evening Bulletin 27,551, average 1902. Providence Journal Co., pubs

SOUTH CAROLINA

Columbia, State, daily. State Co., publishers. Average for 1902, 5,777 (901). Daily average for the first five months of 1903, 6,200 copies.

SOUTH DAKOTA

Sioux Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1902, 5,519 (918). Sworn average for August, 1903, 9,487.

TENNESSEE

Gallatin, Semi-weekly News. In 1902 no issue less than 1,850 (923). First 3 mos. 1903, 1,422.

A Roll of Honor—Continued.

Knoxville, Sentinel, daily. Average 1902, 7,701 (925). *Average six months 1903, 9,310.*

Memphis, Commercial Appeal, daily. Sunday and weekly. Average, 1902, daily 27,506, Sunday 24,910, weekly 74,918 (927).

Nashville, Banner, daily. Av. for year ending Feb., 1903, 16,078 (929). *Av. for June, 1903, 19,556. Only Nashville d'y eligible to Roll of Honor.*

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (929).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (944).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 2,245 (946). *E. Katz, Special Agent, New York.*

Paris, Advocate, dy. W. N. Furey, pub. 1902 no issue less than 1,150 (960); *May, 1903, 1,257.*

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1902, 2,554 (974). *First six months 1903 2,582.*

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, 5,095 (985). *Aug., 1903, 8,494.*

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,226 (990).

Tacoma, Daily News, dy. Daily News Pub. Co. Av. 1902, 12,659 (1,000). *Saturday issue 18,008.*

Tacoma, Ledger, Dy. av. 1902, 10,986; *Sy., 14,195; w'y., 7,414 (1001).* *Av. 7 mos. 1903 exceeds: Dy., 12,500; Sy., 12,500; w'y., 8,500. S.C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago.*

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,804 (1000).

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, d'y 8,026, S'y 8,305 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1026).

Milwaukee, Evening Wisconsin, daily. Evg. Wisconsin Co. Av. for 1902, 20,743 (1029).

Milwaukee, Journal, daily. Journal Co., pub. Av. end. Feb., 1903, 29,425 (1029). *July, 24,114.*

Oshkosh, Northwestern, daily. Av. for 1902, 5,902 (1036). *First 4 mos 1903, 6,270.*

Racine, Journal, daily. Journal Printing Co. Average six months to July 1, 1903, 8,706.

Wisconsin Agriculturist, w'y. Av. for 1902, 27,515 (1039). *For yr. edg. July 31, 1903, 20,300.*

Wausau, Post, weekly. Post Publishing Co. Average for 1902, 2,535 (1044).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 6,937 (1051).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 5,574 (1051).

MANITOBA, CAN.

Winnipeg, Der Nordwesten, German weekly. Average for 1902, 8,161. *1st 9 mos., 1903, 9,100.*

Winnipeg, Free Press, daily and weekly. Average for 1902, daily 15,241, weekly 16,674 (1054). *Daily, first six months 1903, 17,429.*

NOVA SCOTIA, CAN.

Halifax, Herald, Evening Mail, Homestead. Combined average for 1902, 12,881 (1060).


ONTARIO, CAN.

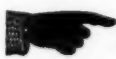
Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, 5,250 (1067).


Toronto, Star, daily. Average for 1902, 14,161 (1064). *First six months 1903, 20,096.*


QUEBEC, CAN.


Montreal, Star, dy. & w'y. Graham & Co. Av. for '02, dy. 55,079, w'y. 121,418 (1068). *Six mos. end. May 31, '03, dy. ac. 55,147, w'y. 122,157.*

 **No Amount of Money**

 **can buy a place in this**

 **list for a paper**

 **not having the**

 **requisite qualification.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

CHARLES J. ZINGG,

Business Manager and Managing Editor.

OFFICES: NO. 20 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, SEPT. 23, 1903.

EVERY advertising man needs a small working library.

* * *

While a display of book-learning in advertising is foolish pedantry, the advertising man should know how to use books, and what books to use to improve his work. While the advertising man should be capable of writing strong, vigorous English, and have a wide general knowledge, he is not supposed to be a walking encyclopedia. Books of reference are better carried on a book shelf than in one's head. Certain reference books are of so general a scope, and of such daily use, that they should be in every adman's office. Many other books might well be kept for study and reference. As to technical works, dealing with the business which is giving publicity, the individual advertiser must select those to fit his own needs.

Here is a brief list of books that every advertiser should have access to:

1. *PRINTERS' INK*, every week.
2. A good dictionary—Webster's unabridged, Worcester's, Standard, or the Century.
3. A good dictionary of synonyms, such as Soule's or Roget's Thesaurus.
4. Type books of the leading type foundries, such as the Inland Type foundry, Barnhart Bros. & Spindler, and the American Type Founders Co. These will be sent free in response to request written on business stationery.
5. A good English grammar.
6. Scrap books, containing your own and competitors' advertising.

7. A current copy of the American Newspaper Directory.

8. A copy of the United States postal regulations.

Here is another list of books that cannot fail to prove helpful in an advertising office:

1. A good encyclopædia—The Britannica or some other work of merit.
2. De Vinne's Practice of Typography, or some other good book on printing.
3. Some good work on illustration and engraving.
4. A good dictionary of quotations—Barlett's will do.
5. A French-English dictionary.
6. Bechtel's Slips of Speech.
7. A good handbook on punctuation.
8. Fowler's Publicity.
9. Handy volume edition of Shakespeare.
10. The Bible.

A WORD with you, Mr. Merchant—"Advertise!"

WHEN things go wrong in a business organization, investigate at the top.

NEVER withhold just recognition of merit in a junior employee—yet feed praise in small doses.

THE road to success is lined with imitators who are forced to make way for those who create.

SEVERE discipline in an office will never be resented by loyal co-workers—if tempered with justice.

SOREHEADS are worse than loafers—get rid of both, even if you have to suspend business for a week or two.

THE practice of "pumping" is obsolete. Be posted and to date yourself, thus saving self-respect. This doesn't mean that eliciting points shouldn't be thought of as a legitimate practice.

BE your own self—always. Thus, you find out quickest whether you amount to anything or not—if you don't others will. To be one's self is a high degree of honesty. Bluff is the meanest sort of assumption and it always comes to grief.

It will be noticed by a perusal of the head of the editorial page that the managing editor of PRINTERS' INK now also performs the functions of business manager of the paper. All communications and remittances should be directed accordingly.

THE blind reading notice form of advertisement has practically passed out of existence in this country, and is now so seldom used that this specimen from an English paper has a certain value as a curiosity:

WHERE JOHN BUNYAN WAS ARRESTED.

From the pretty ivy-covered church tower of Pulloxhill, in Bedfordshire, can be seen the hills on which John Bunyan preached, and the eminence on which he was arrested in November, 1660. For twelve years after his arrest, he lay in Bedford jail. "His great emotion," says a biographer, "destroyed his power of digestion. He had such pains that he expected to burst asunder, like Judas, whom he regarded as his prototype."

Times have changed vastly since then, and Chas. Forde's Bile Beans have done much to alleviate the sufferings of modern victims to indigestion and liver disorders.

THE Marion, Ind., *Leader* is an evening daily and the only Democratic paper in Grant County. Marion has twenty-five thousand and the county seventy thousand population. The 1902 issue of the American Newspaper Directory credits the *Leader* with a figure rating of 3,757 for that year. The publisher of the *Leader* has just submitted a detailed circulation statement showing a daily average of 5,222 for a year ending August 31, 1903, or a gain of 1,465. He writes that he is proud of his showing, and he ought to be. Such facts should be recorded in the ROLL OF HONOR fifty-two times a year. The cost would not exceed thirty-one dollars and twenty cents for the whole year, free changes for advertising additional increases included. There is every reason why the publisher of the *Leader* should sign the pink slip and none against it whatever.

THE general public places but little confidence in the advertiser who has no confidence in himself.

THE principles that bring success in any business will, when persistently applied, bring success in advertising.

Everybody's Magazine begins to be something more than an entertaining ten cents' worth of fiction and articles. An identity has been developed—a sturdy and aggressive identity all its own and full of interest and promise. Thus far the magazine has prided itself on the timeliness of its features and the healthy virility of its fiction. Now it has found itself entered on its own mission, headed out on its particular crusade. The keynote of this individuality is the article by Alfred Henry Lewis, in the October number, "The Madness of Much Money." This is a scathing attack on the vulgar display of great wealth to which the new generation of millionaires has treated the country. With a brutal directness Mr. Lewis diagnoses the madness which often goes with much and sudden wealth, and ridicules unsparingly the gilded idlers who make up the so-called American aristocracy. It is a rough, even a pitiless, arraignment of certain prominent persons, and it is safe to be generally read and appreciated all over the country. Throughout this number the magazine shows a purpose to depart from the baleful worship of Mammon and its possessors which characterizes so much of the writings in current periodicals.

THE leading article in this issue of PRINTERS' INK is a gratifying example of what publicity will do in general for a business line which bears in itself the germs for sane and profitable exploitation through advertising. On November 12, 1902, PRINTERS' INK issued its banking number, and it proved to be the most successful special edition it had ever issued. And why should it not have been so? Banking and saving is a staple in which the public is vitally interested, and it is so complex and little understood by the masses that a campaign of education must bring results to the bank which conducts it through advertising. When the editor of PRINTERS' INK first suggested a special issue to bankers all of his friends shook their heads and said it could never be made a profitable one. He stood alone in his opinion to the contrary, and subsequent results sustained his confidence.

A CIRCULAR letter from the *Western New Yorker*, Warsaw, N. Y., tells something about Wyoming County and the part that this live weekly plays in covering it. The information given is direct and pertinent, and the only improvement that can be suggested is mention of the town in which the paper is published. This detail has been overlooked.

THE Ben B. Hampton agency's working force has recently been augmented by Wesley Sisson, formerly with *Success*; W. R. Rey, late of the Haulenbeek agency; Geo. G. Young, of the Manitoba *Free Press*, and R. S. Thompson, of Dodd, Mead & Co.'s editorial department. Mr. Ben Hampton has become a director in the Ready Bits Corporation, the New Haven company marketing two breakfast foods called "Ready Bits" and "Power." These commodities have been advertised only in New England, yet with such success that the capital stock of the concern was increased this summer to \$2,500,000. The campaign is to be extended as soon as this additional capital has been utilized to enlarge the manufacturing plant.

THE editions of PRINTERS' INK have gone out of print lately at a rate not known of at any previous time. While nobody is under the slightest obligation to purchase copies, it often happens that articles appearing in certain issues make a splendid advertisement for firms or for general propaganda. The Little Schoolmaster likes to furnish such extra copies—the price is \$6.00 per one hundred. Orders for quantities should come in as early as possible, to make delivery sure.

MESSRS. SMITH & THOMPSON, Potter Building, New York, are the representatives of the *Boston Traveler*.

THE Peoria *Evening Star* has joined the Roll of Honor. The *Star* is one of the nine papers which the 1903 issue of the American Newspaper Directory describes as follows:

EVENING STAR; every evening except Sunday, and **SUNDAY MORNING STAR**, Sundays; daily eight to twelve, Sunday sixteen to twenty-four pages 18x24; established 1897; Peoria Star Co., editors and publishers (2-3).

Circulation—Daily: In 1897, G. Actual average for a year ending with December 22, 1898, 9,223; for 1899, 12,781; for 1900, 15,729; for 1901, 19,093; for 1902, 23,742.

Sunday: In 1897, G. Actual average for a year ending with December 22, 1898, 5,336; for 1899, 7,210; for 1900, 8,375; for 1901, 9,015; for 1902, 9,717.

IF The absolute correctness of the latest circulation rating accorded the *Evening Star* and the *Sunday Morning Star* is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

"JUST GET THE DELINEATOR," the phrase coined by Mr. John Adams Thayer, is again the slogan for the October issue, just out. The copy is running in the large dailies, quadruple column, eight inches deep. The display is striking and the argument forcible. It's a splendid example of taking one's own medicine. Every meritorious class publication should use the dailies for the purpose of getting subscriptions and obtaining a wider sale on the newsstands. It's a sensible plan and a fine co-operative advertisement for every advertiser who buys and pays for space in publications that believe in this plan.

If a publication is endorsed and appreciated by five hundred or five thousand, or five hundred thousand readers, just push for the same additional unit among virgin territory, and to do it the daily paper is the best medium for a magazine appealing to the masses.

Advertising of the *Delineator* sort pays the publisher and assists every space buyer in a publication who is liberal and intelligent enough to pursue such a course.

A GOOD illustration is not only an eye-catcher, but a good argument as well.

THE project to publish a daily in New York for women has taken tangible shape in the Woman's Daily Publishing Co., recently incorporated under the laws of New York State with \$500,000 capital. Stock is to be sold to women and investors. F. Cranston Thomas is the chief financial backer, and associated with him are William N. McComb and Hayden Talbot. It is hoped that the first issue of the paper, which is as yet unnamed, will be published before the first of the year. A feature will be a department of shop gossip telling of new things in the stores. Prices and names will be given, but the woman in charge of this department will visit none but the stores of those advertising in the paper.

"ONE of the curiosities of the news-stands is the *Family Herald*, published in London, which is, perhaps, the only English publication that has a profitable general circulation in the United States. In Great Britain it is issued weekly, the numbers consisting of sixty-four pages of short stories, essays, poems, anecdotes, jokes and the curious paragraphs dear to every Briton's heart. The four or five numbers for each month are bound in an old-fashioned red cover, forming a bulky magazine of a solid but interesting sort. No pictures are printed, and the two pages of advertisements in each weekly number are unchanged, appearing with English addresses and prices in shillings and pence. Even the cover ads are British. The magazine has been sold steadily in this country for many years, and is to be seen on any news-stand carrying a representative line of current publications. Some dealers report that they sell a dozen copies a month, chiefly to persons who order it in advance. The circulation is almost wholly confined to women, who evidently find more solid reading in it for fifteen cents than can be had for the same amount in American magazines,

THERE is no ambiguity in good advertising.

THE publishers of *Frank Leslie's Popular Monthly* say they will expend \$85,000 this season in making *Leslie's Monthly* a bigger, better and more valuable property. Sixteen pages will be added to the text; more money spent for literature; there will be more and better pictures. *Leslie's Monthly* readers will have better quality and added quantity. The money, energy, progressiveness and sound business judgment which have been invested in the management of *Leslie's Monthly*, particularly during the past two years, have made this famous old publication one of the most valuable of the popular priced magazines.

IN the *National Magazine* for September, Bennett Chapple describes the process of making the Ingersoll Dollar Watch, and tells something of its history. In 1892, Robert H. Ingersoll, making a visit to a tinkering shop in New York, espied an old-fashioned alarm clock fashioned like a huge, cumbersome watch. As he looked over its battered sides, he fell to wondering if it would not be possible to get such a thing down to a size practical for watches. The more he considered it the more he became convinced that he was on the right track for a great success with a universally useful article. From this conception grew the large business whose general offices, at 51 Maiden Lane, New York, are in touch with 50,000 dealers throughout the United States. The first Ingersoll Dollar Watch was put on the market in 1892. It was thought to be a triumph, and over ten thousand were sold that fall. But as yet it was a trifle too large and cumbersome. It did not "feel" like an ordinary watch; and so, at a considerable expense, the watch was much reduced in size, and the following year it was improved again. It was made smaller and more serviceable, and with an extensive advertising campaign that averaged over \$100,000 a year, the Ingersolls have built up the sales to over 6,000 watches per day.

THE "Rexall" remedies have made a distinct success in their single year of existence, and the organization of the United Drug Co., Boston, is being extended. About one hundred preparations are now on the market, and the concern intends to offer a remedy for each human ill. The Rexall chemists compute that humanity is heir to about three hundred ills. In addition to the posters now on the boards, the Hampton agency is contracting for space in dailies and weeklies, 2,000 to 3,000 inches to be used next year in the former and from 1,000 to 1,200 in the latter. The head of the company is Louis K. Liggett, formerly manager of the Vinol Company. As a salesman he sold Vinol throughout the United States, and in this way built up a wide acquaintance with leading druggists everywhere. This suggested the plan of organizing a corporation composed of the most active druggists in important cities, manufacturing every kind of remedy for which there was a demand, putting them all under a general trade name, and advertising that name until it came to stand for the best in medicines. The local stockholder has exclusive sale of the Rexall goods in his community, and receives exclusive benefit of the advertising. No goods are sold to jobbers. The druggist makes a satisfactory profit on the goods, and as a stockholder also receives his share of the company's earnings. In addition to this he handles remedies that belong to him exclusively in his community, and the cumulative benefit of sales and advertising cannot be taken away from him by competitors. Mr. Liggett first interested some of the most prominent druggists in the large cities. A five-story factory building on Leon St., Roxbury, Boston, was purchased, and a most complete laboratory plan installed. Three hundred stockholders came in first. New stockholders are being added, preference being given to the "live" man in each town. The total number of stockholders at the present time is said to be well up in the hundreds, and sev-

eral men are traveling over the country investigating new applicants.

IN the State of New Hampshire the following thirteen publications can secure a place in the Roll of Honor:

Bristol *Enterprise*.
 Derry *News*.
 Exeter *News-Letter*.
 Farmington *News*.
 Franklin Falls, *Journal Transcript*.
 Keene *Sentinel* (daily and weekly).
 Laconia *Democrat*.
 Littleton *Courier*.
 Manchester *Union* (daily and weekly).
 Manchester *News*.
 Rochester *Courier*.
 Sanbornville *Carroll County Pioneer*.
 Wolfeboro *Granite State News*.

A WRITER in *Agricultural Advertising* makes a plea for farm papers as mediums to advertise all the luxuries now exploited in the best general magazines, the point of the article being that those who use the magazines exclusively are neglecting a highly cultured clientele that reads agricultural papers:

Farmers' sons now fill our colleges. After graduation they will go back to the farm to show the world what intelligence applied to agriculture will do. They have already done this. Often they bring home with them a refined and educated companion. Farmers' daughters are graduates of Smith, Wellesley and Vassar. The piano and library are as much a feature of modern rural life as the old fireplace was to your grandfathers and mine. To-day they discuss Shakespeare, Beethoven and Kipling. Where in the farm papers do you find advertised the standard makes of pianos or the classical literature? Is not some one missing a great opportunity? Who advertises furniture suited to the refined home? Or carpets, rugs, draperies, pictures, china, glass and a hundred et ceteras that go to furnish the modern cradle of the world? Some one will jump in one of these days and his success will startle the universe.

Farm papers are unquestionably excellent mediums for certain kinds of advertising, and no thoughtful man would care to assert that they would prove unprofitable for certain other kinds. But has it occurred to *Agricultural Advertising* that farmers' sons who discuss Shakespeare, Beethoven and Kipling, and farmers' daughters who are graduates of Vassar may possibly, you know, during the polishing process, have become familiar with such periodicals as *Harper's*, *Scribner's* and the *Century*?

THE publishers of the *Woman's Magazine* have purchased *Conkey's Home Journal*, stating that the latter's two hundred thousand paid subscribers will be added to the list of the *Woman's Magazine*. The benefit of this transaction reverts to advertisers in the *Woman's Magazine* without increase in the rates.

THE wise merchant who seeks to secure trade which he may hold—who desires to have a customer come again, will aim in his advertisements, not so much to persuade people to buy what they do not want, as to purchase what they really need. Those who buy in haste repent of it at leisure. Those who are prevailed upon to buy what is of no service to them, or which, at best, they could have got along without, are likely to feel a measure of resentment against those who led them into the extravagance. This may be illogical, but it accords with the experience and practice of men and women.

ADVERTISING is asking for business.

To mark the beginning of the Standard Dictionary's second decade, Funk & Wagnalls have issued a decennial edition, dated July, 1903, which is printed from new plates and gives 17,000 new definitions of words lately introduced into the language through the sciences, arts, industries and other channels. One new feature is a dictionary of terms used in the Philippines, Cuba, Porto Rico and Spanish-America, gathered through the War Department. Australia, South Africa, Hawaii, Samoa and other countries have been laid under contribution for definitions that will be required in our growing foreign commerce. The new book contains 317,000 definitions, with an atlas of the world and a department giving information regarding physical features, trade, climate, products, industries, population and characteristics of all countries.

PUBLIC NOTICE

What an Advertising Weekly Says

"Several other New York evening papers subsequently took up the exchange ad. idea, spending large sums to repeat the Telegram's success, but none succeeded.

"The growth of a want ad. patronage is usually slow. The New York Evening Telegram's experience is exceptional. The fact that a paper carries the bulk of small classified advertising in its community commonly goes to show that it is firmly established. In the majority of cases it is an old paper, and has carried this business for years."—From the current number of "Printer's Ink."

DO YOU READ THE NEW YORK

EVENING TELEGRAM?

THE NEW YORK "EVENING TELEGRAM" HAS TACKLED THE ABOVE PROCLAMATION ON THE SUBWAY FENCES IN PARK ROW AND OTHER CONSPICUOUS PLACES AROUND THE CITY. DAVID MARCUS, THE MAILING CLERK OF THE LITTLE SCHOOLMASTER, BROUGHT THE SIGN TO THIS OFFICE, AND IN RECOGNITION OF HIS BRIGHTNESS AND THE GOOD SENSE OF THE "EVENING TELEGRAM," PRINTERS' INK DECIDED TO REPRODUCE THE SAME. IT'S COMPLIMENTARY ALL AROUND.

"THREE DOZEN DAILIES."

MILWAUKEE, Sept. 11, 1903.

Editor of PRINTERS' INK:

Having been a constant and interested reader of PRINTERS' INK since its first publication, I often become interested in some of its suggestions and propositions. You have been printing a list of three dozen dailies which you recommend, and state that so far as it goes it is as good as can be named, and you invite whoever thinks he can improve the list to write you a letter about it. The list which appears in your paper of August 12th, while very good, contains no newspaper published in Wisconsin, the Michigan Peninsula or Iowa. It contains several newspapers printed in the New England States, containing about the same population. Wisconsin, Iowa and the Michigan Peninsula contain a population of five millions or more, prosperous and as good purchasers of all necessary and useful things that are advertised as any like population in the United States. I have amended your list of thirty-six papers so to make a better distribution of circulation relative to the population sought.

Another criticism I would make about your list is, that I would not use so many Sunday papers. There are in this list twenty-three Sunday papers. That is too many out of thirty-six. Be that as it may in point of fact, my main object was to introduce advertisers to the wonderfully thrifty and prosperous population of Wisconsin and Iowa.

Very respectfully yours,

A. J. AIKENS,

Publisher *Evening Wisconsin*.

The changes which Mr. Aikens proposes in the list of THREE DOZEN DAILIES printed on the last cover page of this issue of PRINTERS' INK, consist in the removal therefrom of the *Rochester Democrat and Chronicle*, the *Newark Evening News*, the *Hartford Times* and the *San Francisco Call*. In their place Mr. Aikens names the *Milwaukee Sentinel*, morning and Sunday, the *Evening Wisconsin*, the *Omaha Bee*, morning and Sunday, the *Des Moines Register*, morning and Sunday. Mr. Aikens seems to overlook the fact that a daily which is published every day in the week naturally has one issue on a Sunday, and also that the tendency is growing among many advertisers to use the Sunday issues of a daily in preference to other issues during the week.

STRENGTH in the ad puts strength in the business.

BEING brief to the point of obscurity should be guarded against.

FORTIETH WEEK.

In response to the weekly ad contest, now in its fortieth week, fifty-eight advertisements were received in time for report in this issue of PRINTERS' INK. The one reproduced below was deemed best

WE SEARCH THE WORLD For Good Men

Men who have no pull but have push.

The most difficult market that the world to-day knows is the market for men. Corporations and large business concerns are requiring so many high-grade men that the demand exceeds the supply and men of ability are receiving larger salaries than ever before. In the last ten years the demand for good men has doubled, while the supply has increased but little, with the result that the man with brains is receiving \$5,000 a year where he used to get only \$2,500.

This is due to the fact that the supply is limited. Here is Hapgoods' field of work. We are specialists in men. We search the world for men of ability, men who are above the ordinary in their line of work, men who could earn larger salaries if given the opportunity.

Are you one of these? If so, we want to hear from you. We have hundreds of positions open, paying from \$1,000 to \$10,000, for Executive, Clerical and Technical men. High grade exclusively.

Write to-day for plan, booklet and references.

HAPGOODS

INCORPORATED

Suite 509, 309 Broadway, New York

Chicago Office: Monadnock Building
Philadelphia Office: Pennsylvania
Cleveland Office: Williamson

of all submitted. It was sent in by Chas. Finley, 314 West Fifty-fifth St., New York, and it appeared in the *Saturday Evening Post* of September 12, 1903. A coupon as provided in the conditions which govern this contest was mailed to Mr. Finley.

THE Atlanta, Ga., *News* filed a detailed circulation statement with the American Newspaper Directory, showing an actual average circulation for a year ending on August 4, 1903, of 16,212 copies. The present average is over 20,000 copies, so Mr. Beckwith says.

"SOMETHING DIFFERENT."

PHILADELPHIA, Sept. 10, 1903.

Editor of PRINTERS' INK:

This is to let you know about the formation of the new firm of Morris & Wales, which has just been added to the advertising family of this city. The infant is still tiny, but inclined to be active and there are good prospects of its growing.

We are trying to give our customers "something different"—trying to make all our work entirely out of the ordinary, but at the same time there is nothing freakish about it. In fact, we are following the principles of the Little Schoolmaster pretty closely. We are also well to the front in the American invasion of England, as we are getting up copy and designs for use in that country, our Mr. Morris having done some missionary work on the other side during his European trip this summer. Mr. Morris, by the way, is a Bates graduate—having represented Charles Austin Bates in this field for the past three years.

We really feel that we can't do without PRINTERS' INK, so we enclose a red chip to cover our ante for the next 52 hands. Yours truly,

JAMES ALBERT WALES,
For Morris & Wales.

NOTES.

"THESE cravats will go like circus tickets!" reads the one card in the display of a New York haberdasher.

From the *Tribune*, of South Bend, Ind., comes a neat folder containing information already published in the Roll of Honor.

A new diamond booklet from George E. Marshall, the Chicago mail dealer in precious stones, contains many specimens of jewelry carried in stock, with interesting information about gems, such as tests, directions for cleaning them, birth stones, and so forth.

Automobile Topics, the New York weekly journal for those who use automobiles, finds it necessary to publish a certain amount of trade news to manufacturers from time to time, and has begun the publication of a small four-page supplement called *Trade Talk*, which goes only to the trade.

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

MORE than 215,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

YOUNG man of original ideas and ability to write up good catchy ads. Would accept a position or write up single ads. "K." care of Printers' Ink.

A MEDICAL advertising solicitor; salary, \$2,000 or fifteen per cent. commission; must be first-class; give references. "SOLICITOR," care of Printers' Ink.

ADVERTISING SOLICITORS wanted. Active, bright, business getters. Good commission. Old reliable drug paper. Address RETAIL DRUGGIST, Detroit, Mich.

GENERAL MANAGER for a daily, to supervise purchases, disbursements and collections. Must purchase \$10 to 4 thousand interest. "MANAGER," care of Printers' Ink.

ADVERTISING SOLICITOR wanted in Boston, Philadelphia, Chicago and other centers. First-class proposition; liberal commissions. FRANCIS B. HAYS, Atlanta, Ga.

WANTED to buy a second-hand web press in good condition. Also second-hand outfit for small daily composing room. Address, with price and particulars, JOURNAL, this office.

WANTED—Small two-revolution job cylinder press, size about 18x34. Must be in good condition. Give full description, with net price f. o. b. Address TEMPLIN & BONS, Calla, Ohio.

SIDE LINE—Two best selling novelties of the age; carried in vest pocket; takes a minute to show them. Samples, 10 cents each. Booklets free. State territory covered. G. P. COATES CO., Uncasville, Conn.

MANAGING editor, city editor and advertising manager for daily paper in one of the best towns of Virginia. Must be able to take a small working interest. VA. DAILY PRESS, Drawer No. 745, Roanoke, Virginia.

WANTED—An advertising solicitor to cover the State of Connecticut for the Bridgeport and Waterbury HERALDS. Must be an Al man and have the best of references. Apply by letter only to HERALD, Bridgeport, Conn.

TRAVELING AGENT WANTED to select and start subscription agents for a leading magazine. Must himself be a good canvasser, have had previous experience in this line and strictly temperate. Address Box 702, Springfield, Mass.

SUCCESSFUL advertising solicitor, seven years present position as advertising manager and solicitor, desires similar position with daily paper. Good advertiser. Knows how to get ads from the agencies. First-class recommendations. Paper with rating preferred. Address "H. P. W." care Printers' Ink.

AN EDITOR OF EXPERIENCE, daily and a weekly newspaper and magazine work, 45; edited and directed most successful weekly in Middle States; four years assistant editor of leading magazine; familiar with every detail of business and editorial departments. Highest references; desires to make change. "OPPORTUNITY," Printers' Ink.

POSITION wanted by expert stenographer, correspondent and advertising novelty originator. Seven years with largest house of this kind—before they had made any novelties. Original advertising novelties in reserve. Or would correspond with interested capitalists to inaugurate a profitable industry. Address "PROCESS," care P. I.

PROPRIETARY MEDICINE FIRMS, or others, who desire extensive newspaper advertising in the Southern States, with other service which will save money and produce results, should write to T. E. HANBURY, Atlanta, Ga. Twenty years' experience. Successful record. Thoroughly indorsed.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite 608 B, Lippincott Bldg.,
Philadelphia.

ARE YOU SATISFIED with your present position or salary? If not, write us for plan and booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High-grade exclusively.

HAPGOODS (INC.),
Suite 500-309 Broadway, New York.
Suite 815, Pennsylvania Bldg., Phila.
Suite 528, Monadnock Bldg., Chicago.
Suite 1285, Wadsworth Bldg., Cleveland.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 323 Broadway, New York.

COIN CARDS.

33 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

ILLUSTRATING, designing, etc., for covers, book-plates, and credits. THE KINSLEY STUDIO, 230 Broadway, New York.

DESIGNERS.

DESIGNS and illustrations in colors and black and white for all purposes. THE KINSLEY STUDIO, 230 Broadway, New York.

ENGRAVING.

ENGRAVING, (line, half-tone, steel, wood), lithographing and artistic printing. THE KINSLEY STUDIO, 230 Broadway, New York.

ENGROSSERS.

ENGROSSING and illuminating of memorials, testimonials, certificates, etc. THE KINSLEY STUDIO, 230 Broadway, New York.

CARBON PAPER.

Will exchange a limited amount of carbon paper and typewriter ribbons for advertising space. "CARBON," P. O. Box 673, N. Y.

BOOKLETS.

WE write, design, engrave and print for booklets. One talk, one order covers all. THE KINSLEY STUDIO, 230 Broadway, New York.

COLLECTIONS.

BAD DEBTS COLLECTED on percentage basis only. Fair treatment guaranteed. DAY-AND-NIGHT ADJUSTMENT ASSN., 2644 Chicago ave., Chicago, Ill.

STOCK CUTS.

HAVE a sheet showing sixty silhouette stock cuts, in three sizes, one, two and six inches high. Glad to send you one. STANDARD, 61 Ann St., New York.

CHECKING SYSTEMS.

FOR checking returns from advertising and figuring cost per reply, etc., our system is by far the best. Send for circular. ADVERTISERS' SPECIALTY CO., 50 West Ave., Chicago.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. BASSETT & SUTPHIN, 45 Beekman St., New York City.

HOTELS.

THE LITTLE HOTEL WILMOT in Penn Square, Philadelphia, wants the disciples of PRINTERS' INK to see how they do things. THE RYERSON W. JENNINGS CO.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

PRINTING.

A FEEDING device, not in common use, enables us to do more work with one press than with two other hand-fed presses. We will share this advantage with you. KING, Printer, 106 William St., New York.

WHITFIELD'S TYPEWRITER CARBON.

NEXT time you want typewriter carbon get Whitfield's and learn the satisfaction of using "good" carbon. Pen carbons, too. Better get samples, compare and buy. WHITFIELD, 123 Liberty St., New York.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. WALLACE & CO., 29 Murray St., New York.

ELECTROTYPE CABINETS.

As much as you want, as little as you need. The Leonard sectional electrotype cabinet; each section will hold 700 electros; \$1 a section of 10 drawers, base \$1.50, top \$1. Also the Leonard system for buying advertising. \$5. LEONARD MFG. CO., 40 Market St., Grand Rapids, Mich. Circular free.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 10 cents per line each insertion. Send along your advertisement.

PUBLISHING BUSINESS OPPORTUNITIES.

SPECIALIZE.—This is an age of specialization. Come to New York and buy for \$7,000 an old class publication with which a man can make a good living, a career and build a property worth \$50,000. EMERSON P. HARRIS, 253 B'way, N. Y.

A MAN of advertising ability who controls some capital can make more money in the long run building a good advertising medium in some special field than he can dissipating his talents writing ads which only live for a day. See me about it. EMERSON P. HARRIS, 253 Broadway, New York.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY.

161 Water Street, Brooklyn, New York. The largest makers of Tin Boxes outside of the Trust.

ADVERTISING NOVELTIES.

PAPEROID Pocket Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINK & SON, 5th above Chestnut, Philadelphia.

WRITE for sample and price, new Lock Bill File. Price low. Reaches business man and housewife. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

A BRIGHT steel nail file, \$30 per thousand. Turned toothpicks in cases, \$20 per thousand. Samples of each in leather cases, 10c. Agents wanted. J. C. KENYON, Owego, N. Y.

CELLULOID advertising novelties that bring results. Signs, buttons, badges. High grade work, reasonable prices. THE BALTIMORE BADGE & NOVELTY CO., 253 Broadway, N. Y.

ELECTROTYPING.

WE make the electrotypes for **PRINTERS' INK.** We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, HAWFORD & CALDER, 45 Rose St., New York.**

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

N **OT HOW CHEAP, BUT HOW GOOD.**

CONNOR, FENDLER & CO.,
PRINTERS' WAREHOUSE.

CYLINDER PRESSES, Job Presses, Paper Cutters, Gas Engines, Motors, Folders and Stitchers.
REBUILT BY SPECIALISTS.

TYPE—American Point Line, Body and Set.

PRINTERS' MATERIAL, Small Tools and Supplies. NEW AND SECOND HAND.

PROMPT and Intelligent Service, Consistent Terms, Prices and Discounts.

CONNOR, FENDLER & CO.,
NEW YORK CITY.

PRINTERS.

BOOKLETS by the million. Write for booklet. **STEWART PRESS, Chicago.**

CATALOGUES printed in large quantities. Write **STEWART PRESS, Chicago.**

PRINTERS. Write **R. CARLETON, Omaha, Neb.,** for copyright lodge cut catalogue.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO., 15 Vandewater St., New York.**

FOR PRINTERS—Lithographed blanks on which many jobs of printing may be worked, producing handsome results at low cost. Send stamp for samples. **KING, 168 William St., New York.**

PRESS WORK.

P New large Campbell cylinder press, in use only a few days monthly on our own publications. Can quote extremely low prices on large or small runs of press work. **THE C. MONT. BENTON CO., 536 W. 28th St., N. Y. City.**

PREMIUMS.

TRINER SCALES make useful premiums. Complete line carried. Send for catalogue. **TRINER SCALE & MFG. CO., 130 S. Clinton St., Chicago.**

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 31st issue now ready; free. **S. F. MYERS CO., 46 W. 48-50 St. Maiden Lane, N. Y.**

FIVE CENTS. 5c. 5c. 5c. 5c. **FIVE CENTS.** A California premium! A big helper. Try fifty at \$2.50. This is the deal: We offer publishers of other papers yearly subscriptions to **THE WESTERN EMPIRE** at 5 cents a year net. There are 30 to 32 pages (*Ladies' Home Journal* size) each month. Printed on highest grade news with heavy colored cover. Is not an organ of any real estate scheme, but is a clean, vigorous home paper fit for any home, devoted to the wonders and beauties, the resources, the romance and the tales of adventure in the Golden West. Best of all, it's clean and will make a good clubber with any journal published. **THE WESTERN EMPIRE** is a companion paper to the *Pacific Fruit World*, and is practically an Eastern edition of that well-known journal of orchard, vineyard and rural life in California.

We will make a limited number of deals with reliable publishers at 5 cents net for yearly subscriptions. We will supply a four-inch single column or a seven-inch double column electro of our big tree front cover design to publishers ordering 50 yearly subscription mail card certificates at \$2.50, net cash with order. Sample copies free. Address **FRUIT WORLD PUBLISHING COMPANY, Times Building, Los Angeles, California.**

ADDRESSES.

5,000 NAMES and addresses of thrifty, well-to-do Va. and N. C. farmers, **\$1. DANVILLE SUPPLY CO., Box 25, Danville, Va.**

250 NAMES and addresses of most progressive business people in "Sunny Kansas" furnished on receipt of 75c. These parties are personally known to the writer. Address **W. C. GRIGG, Hope, Kansas.**

FOR SALE.

BARGAIN—Four and eight-page Scott perfecting press, with full modern stereo outfit. Address **GRIBUNE, Oakland, Cal.**

FAMOUS PICTURES—Send for List of Electrotypes of Celebrated Pictures to use for illustration. THE PICTURE AND ART TRADE, Chicago.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kind, send for bargain list. **RICHARD PRESTON, 167L Oliver St., Boston.**

ZINC ETCHING OUTFIT—Neatly packed in box, containing instructions, complete, \$1.00 postpaid. Money refunded if not practical. **SIMPLEX CUT CO., Versailles, Conn.**

42 X 60 **POTTER TWO-REV.** will print 4 pages of a 7 or 8 col. A first class press for book, job or newspaper work. **RICHARD PRESTON, 167L Oliver St., Boston.**

FOR SALE—Old-established daily earning over \$400 per month; cheap; part cash, part time; splendid location and opportunity. Full particulars by addressing "**DAILY OPPORTUNITY,**" Printers' Ink.

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7-col. 2-page; speed, 3,500 to 4,500 per hour. Will trade in part payment. **RICHARD PRESTON, 167L Oliver St., Boston.**

ICAN sell your business (with or without real estate), no matter where it is or what it is worth. Send description, state price, and learn how. I have, or can find, the business you want to buy. State your requirements.
W. M. OSTRANDER,
350 North American Building,
Philadelphia, Pa.

BOOKS.

100 GOOD ads for a grocery store **\$1.00** **BAIT PUB. CO., Toronto, Can.**

PRINTERS' HELPS AND HINTS, Etc. Circular free. **KING, Printer, Beverly, Mass.**

50 PLANS for making money with little capital. Something new. Just out. Anyone plan worth the money. Book sent post paid \$1. Synopsis of chapters sent free. **DANVILLE SUPPLY CO., Box 25, Danville, Va.**

"MY ADVERTISING PARTNER," a book for merchants and advertisers who write their own ads. 146 pages of spicy headlines, catch phrases, selling arguments, etc. By mail, **\$1. H. C. ROWLAND, Pub. Columbus, O.**

READ Expose of the Fraud Order System as practiced by the Post Master General. Every publisher and mail-order dealer, if not a subscriber should send stamp for the October issue of **THE ADVERTISER'S GUIDE,** Newmarket, N. J.

"HOW and Where to Sell Manuscripts." Just published. Full of practical suggestions for the fiction writer and general contributor. Contains addresses of 1,000 publications that buy MSS. Sent postpaid, paper covers, for 50 cents; bound in leatherette, **\$1. UNITED PRESS SYNDICATE, Indianapolis, Ind.**

STREET FAIR MANUAL—A practical book. All about street fairs, carnivals, fests, booths. A hundred handsome illustrations from original photos and drawings. Designs by experts. No book like it. Limited edition. Many sold. Order now. \$1 postpaid. **THE MERCHANTS' RECORD CO., 236 Dearborn St., Chicago.**

"SUCCESSFUL ADVERTISING" is a book of 400 pages. It is intended to save you time and worry in selecting methods to increase your sales. It gives you practical advertising suggestions from the pen of a noted specialist. Its cost is \$2.00. Its worth is inestimable. **LINCOLN PUB. CO., Philadelphia, Pa.**

NOTES.

It costs money to advertise—it costs a darned sight more to stagnate.—*Anco Special.*

"ARE You Fishing in the Right Pond?" is a forceful mailing card from the Ewing-Merkle Electric Company, St. Louis.

AN odd folder treating of good advertising and good printing comes from the Abbott Press, 152 East Twenty-third street, New York.

A PACKET of small literature listing and describing vines, bulbs and fruit for fall planting comes from Thomas Meehan & Sons, Philadelphia.

"A WORD About Spark Arresters" is a folder of interest to railroad purchasing agents, sent out by the Hendrick Manufacturing Company, Carbon-dale, Pa.

FROM the *Progressive American*, Philadelphia, comes a booklet comparing that publication with well-known monthly and weekly magazines in point of contents and advertising value.

COL. FRANK J. BRAMHALL, who has been advertising manager of the Michigan Central Railroad, with offices in Chicago, takes charge of the Southern Pacific's department of publicity. His new home is in San Francisco.

THE road to the poorhouse is said to be paved with wasted opportunities, etc. Seems to me it is fenced by small thoughts, has bridges built of hesitation and lies thick with the blinding dust of afterwhiles.—*J. C. Mehan, Des Moines, Ia.*

COINCIDENT with the fair in St. Louis next year the Friedman Bros. Shoe Co., of that city, will celebrate the close of a half century of business. J. Friedman, president of the concern, is the original founder, and still actively engaged in the company's affairs.

"THE Field of the Paste Brush" is an attractive booklet, cut in the shape of a bill-poster's brush, sent out by the Ayer Agency, Philadelphia, to promote poster advertising. Besides succinct arguments it contains reproductions in color of five commercial posters designed by this agency.

ADVERTISING, like vaccination, is de-pendatory upon the value of the "point," and the skill with which it is handled. In each case a good point skillfully impressed will "take," and the desired result be obtained.—*Anco Special.*

"DERBY Desks" is a sumptuously made catalogue of fine office furniture from the Derby Desk Co., Boston. Each desk is shown by means of an excellent half-tone, and there is a wealth of information about makes, prices, dimensions, shipping weights for the United States and export, and other pertinent matter. Sectional drawings in the front of the book show methods of construction. Mechanical work by the Barta Press, Boston.

Displayed Advertisements.

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

New Headquarters

The Associated Billposters and Distributors of the United States and Canada, with representation in over 2,000 towns and cities, occupies office in 1814 Tribune Bldg., Chicago, Ill. CHAS. BERNARD, Secretary.

A SPECIAL LEATHER DESK CALENDAR AT A SPECIAL PRICE.

No More Interesting Article for Office Use.

THE HAMILTON-GAIL CO., Inc.,
906 Filbert St., Philadelphia,

MAKERS OF

Calendars, Leather and Card Specials of every description, Nickeled Steel Letter Openers.

Samples charged for at 1,000 rates.



Normal Instructor and World's Events

Control the trade of

200,000

Of the Best Mail-Order
Buyers in the World.

You know what to do if you want your share of this trade. Specimen copies and advertising rates sent on request.

F. A. OWEN PUBLISHING CO.,
DANVILLE, N. Y.



Ripans Tablets are the best dyspepsia medicine ever made. A hundred millions of them have been sold in the United States in a single year. Constipation, heartburn, sick headache, dizziness, bad breath, sore throat and every illness arising from a disordered stomach are relieved or cured by Ripans Tablets. One will generally give relief within twenty minutes. The five-cent package is enough for ordinary occasions. All druggists sell them.

TO THE EVENING NEWS

Published at BUFFALO, the American Newspaper Directory for 1903 gives a much higher circulation rating than is accorded to any other daily paper in New York State published outside of the City of New York.

IN EL PASO, TEXAS.

In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the *Herald* rating, but it has recently been made apparent that the *Times* rating is fraudulent.—PRINTERS' INK, July 22, 1903.

THE city of Leavenworth, Kansas, is the first city of any consequence in the United States where the idea of consolidating the daily papers of a town has been carried into practical effect. Two years ago in this field was the *Times* (the leading paper), the *Evening Standard* and the *Chronicle-Tribune*, all entering into active competition. First, the *Chronicle-Tribune* was consolidated with the *Evening Standard*, and on August 24th the circulations of the *Evening Standard* and the *Chronicle-Tribune* were consolidated with the *Times*, leaving the *Times* the one daily paper printed in Leavenworth, a city of 25,000.

The *Times*, under the ownership of Col. D. R. Anthony, for half a century has an unbroken record of growth and business success. The consolidation of the three daily papers of Leavenworth in the *Times* makes this one of the most valuable advertising mediums of its class in the country. Nearly every advertiser of any prominence can be found in its columns.

It is said that the *Times* has the largest circulation and is a better daily newspaper on its merits than can be found in any other city of its population in the United States.

You'll Appreciate the Difference

in the sales of your goods throughout Australia if you place your advertising in the hands of

The Australasian Advertising Co., Pty. Limited.

They are the owners and lessors of
Over Five Hundred
prominent and finely built Hoardings, containing

**500,000 Square Feet of
Posting Space**

in Melbourne and suburbs.

Melbourne, the Federal Capital, is the largest and finest built city in the Southern Hemisphere.

They have agencies in

Every Part of Australia

for Street, Railway, Tram, Newspaper and Journal Advertising. They have their men all over Australia Sampling, Circular Delivering, Sign Tacking and Post and Fence Writing. No work is too large for them to undertake, no order too small for them to book.

GUARANTEED WORK and LOWEST RATES

REGISTERED HEAD OFFICE:

**134-136 Flinders Lane, Melbourne
Victoria, Australia.**

WM. KEMP, Mgr. and Sec'y.

References—London Bank of Australia, Ltd., London and Melbourne.

The Evening Journal

JERSEY CITY, N. J.

RECORD FOR 1903

of growth in:

SIZE FROM 10 to 14 pages.

ADVERTISING of 24 per cent.

CIRCULATION from 17,532 to 18,407.

THE ESTIMATION of its readers that it has grown in every quality that makes a paper valuable.

CONFIDENCE OF ADVERTISERS that it pays.

**THE ONLY TWO (2) CENT PAPER
IN CITY OR COUNTY.**

**A HOME and not a
STREET Circulation.**

60 Carriers

The Joliet Daily News employs sixty regular carriers—you cannot buy a copy on the street. They deliver 5,819 papers to that many homes each evening. The mail carriers on the rural routes and other mail take 940 more, making a daily delivery to

6,759 Homes

Shrewd advertisers say this purely home circulation of the JOLIET NEWS is worth more than an ordinary 10,000 circulation.

H. E. BALDWIN, Adv. Mgr. News,
Joliet, Illinois.

An Important Field.

A field that is generally overlooked by most advertisers is the

FOREIGN LANGUAGE PUBLICATIONS,

but those who have ventured into it are reaping rich harvests.

The foreigners hold the papers published in their native language second only to the Bible, and they read and re-read them and thoroughly believe in what appears in their columns. This is why advertisers receive such splendid returns from these papers.

We have made a specialty of placing advertising in this class of papers, and are, therefore, in a position to give better service and lower rates than can be obtained through other channels. Advertisements placed through us are translated by experts, thus insuring a translation which will appeal strongly to the readers; while if such translation is left to the publishers of each paper, or is done by some printer, a word for word translation will likely be made, which will afford the readers more fun than it will bring the advertiser replies or orders.

We publish the only complete Directory of Foreign Language papers in the United States and Canada. It will be sent on receipt of 1c. to cover postage.



LEE
ADVERTISING
AGENCY,

1000 to 1007 Unity Bldg.,
Chicago, Ill.

ADVERTISER

DO NOT NEGLECT
THE GREAT NORTHWEST

and in so doing you cannot cover the field without using

The St. Paul Globe

The Only Democratic Daily in the Twin Cities.

The great progress made by THE GLOBE during the past year proves it to be the live paper of the Northwest,

Address

THE GLOBE CO., ST. PAUL, MINN.

M. F. KAIN, Business Manager

FOREIGN REPRESENTATIVES

CHAS. H. EDDY
10 Spruce St., New York City
Tel. 2971 John

W. B. LEFFINGWELL & SONS
405 Schiller Bldg., Chicago, Ill.
Tel. Central 3808

THE PROSPEROUS NEWSPAPER.

514 Tribune Building,
CHICAGO, Sept. 11, 1903.

Editor of PRINTERS' INK:

The editor of a daily newspaper in a fairly large city wrote me some months ago for suggestions as to how he would increase the prestige of his publication, and at the same bring to it a greater measure of prosperity. Seemingly he had come to a standstill, and had about gotten into the rut so fatal to journalistic enterprises, for if you don't advance make up your mind you are retrograding. I summarized my own experiences and observations, and wrote him in detail, prefacing the letter with the words: "Use common sense." I saw him but a few days ago, and he says "Common Sense" has won.

In the case cited, it was suggested that the paper create for itself and maintain a spirit of local pride in the city—not the fulsome, disgusting, boastful kind, but a sane, dignified pride in the city, its people, its advantages and its opportunities and its institutions.

This was accepted as a good idea, but the carrying out of the suggestion was difficult. Not a man on the staff had any training or education for such work. All could describe a session of the police court, an execution, a robbery or an elopement, but when it came to presenting the city in an exalted, enthusiastic way, no one seemed to have the capacity for interesting observation. A young man whose mind was not warped by long serving on the local staff eventually found the way, and the paper's influence grew and its prestige increased, for people soon saw it was touching upon vital themes. From obscure corners of back pages his copy found place among the important local news in the most conspicuous forms.

The next thing was to interest the wage workers. Three-fifths of the population of the city were railroaders, car builders, ship carpenters, machinists, morocco dressers, carriage builders, laborers, etc., but not one line in the paper—although it had a labor editor—told them anything that was beneficial or useful. There was no news of the condition of their business outside the city, no mention of any of their products; no anything except a city's gossip, crimes, etc., that interested them, except now and then an Associated Press dispatch. Special attention was given to this field and the circulation grew rapidly in sections where wage workers lived.

There were numerous merchants and business men who did not advertise, and they were as completely ignored by the paper as if they lived in another world. It was suggested that anything worthy of newspaper notice, in the way of a display of goods unusually attractive, the artistic decoration of a window or a holiday exhibit of merit, should be given a notice—not a half-hearted, perfunctory kind—but one with snap and enthusiasm written in the type. Within six weeks, more than sixty per cent of the non-advertising merchants had become converted and used the paper generously. This contributed to increase the general volume of business

and the prosperity of the town, for I hold that advertising suggests or creates wants. By its notices—not to mention the friendly spirit that is aroused by a recognition of effort—the merchants were soon brought to an appreciation of the value of advertising, and once convinced of its value, kept it up, and they also soon discovered to their friends that the ——— was very public spirited and reliable, and possessed of many virtues.

There seems to be an unwritten law in the business office of every newspaper that a merchant who does not advertise in that particular paper is an object of loathing, and his name is consequently unfit to print in connection with his business. But how many newspapers have been swamped by business managers who knew business propositions, but were without gumption or knowledge of human nature?

It was also suggested to this inquiring editor that he depart a little from the craze for women's pages and children's sections, and add a feature that would interest the middle-aged man or elderly persons. How could he do it? Easily! Have a column or so daily in which is recalled events of the past and the people connected with them. This is vastly interesting and is not difficult to maintain in an interesting way. If properly and carefully done—in a chatty, snappy vein—it will be one of the most read features of a daily journal. There is some one in every community who is capable and would delight in the work, and it is a profitable investment from every point of view. People are wearying of news, news, news, and want variety, and the omission of much crime that finds its way conspicuously into print.

In my own work I have written up local items from the advertising columns of rival local papers. These in the main were of public sales of household goods, art works, horses, etc., things which I believed my readers would be interested in, and I was not mistaken. The people wanted the information, and looked for it in the paper I served; consequently this became known, and within a few months there was not a public vendue nor an art sale that did not place a detailed announcement in our advertising columns.

And so we might go on at any length. But the thing to remember, and the kernel of the whole thing, is to use common sense in conducting a paper, and do not do anything for the reason that other papers have always done it, and do not refrain from doing anything you think fair and sensible because you fear people may think it bad business or foolish. Yours truly,

J. BARTON CHEYNEY.

"WORKS IN MYSTERIOUS WAYS ITS WONDERS TO PERFORM."

Many an advertisement which apparently does not sell a dollar's worth of goods may do many a dollar's worth of good, for it brings the customers nearer and nearer to the establishment, and the next advertisement may bring them in. "The last stroke makes the horseshoe," the others were merely preparatory.—*Benjamin Wood.*


FRANK B. WHITE COMPANY
LONG-CRITCHFIELD CORPORATION

SPECIAL SERVICE
 IN
AGRICULTURAL ADVERTISING

ANNOUNCEMENT
 is hereby made that on September first,
 the
LONG-CRITCHFIELD CORPORATION
 succeeded to the business
 of the
 Frank B. White Company.
 The new Corporation is identical in
 stockholders, officers and directors with
 the old Company and retains the same
 staff of employees and general organi-
 zation. With a larger and better equip-
 ment and with facilities increased and
 improved, we are giving our clients bet-
 ter service to-day than ever before.

OUR SPECIAL SERVICE
 IN
AGRICULTURAL ADVERTISING
 has made money for a good many ad-
 vertisers in the past twelve years. It is
 worthy of your careful consideration.
Let's Talk It Over.

Power Building
Chicago.
130 Nassau St.
New York.

LONG-CRITCHFIELD CORPORATION

Largest Circulations.



AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1903 REVEALS THE FACTS STATED BELOW.

NOTE.—Under this heading **PRINTERS' INK** will advertise a three-line paragraph relating to the appropriate paper, giving it one insertion for 60 cents—stamps in payment to accompany the order—or will continue it once a week for three months (thirteen weeks) for \$7.50, from which 5 per cent may be deducted for cash with order.

CALIFORNIA.

The *Daily Examiner* has a higher circulation rating than is accorded to any other paper in San Francisco or in the State of California.

The *Weekly Examiner* has a higher circulation rating than is accorded to any other weekly in San Francisco or in the State of California.

CONNECTICUT.

The *Evening Post* has a higher circulation rating than is accorded to any other paper in Bridgeport.

DISTRICT OF COLUMBIA.

The *Home Magazine* has a higher circulation rating than is accorded to any other publication issued in Washington, or in the District of Columbia.

The *National Tribune* has the highest circulation rating accorded any weekly in the District of Columbia.

GEORGIA.

The *Atlanta Journal* has the highest daily circulation rating south of Baltimore, St. Louis.

The *Daily Herald* has a higher circulation rating than is accorded to any other paper in Augusta.

ILLINOIS.

The *Champaign Co. News* has a higher circulation rating than is accorded to any other paper in Champaign.

INDIANA.

The *Bulletin* has a higher circulation rating than is accorded to any other paper in Anderson.

The *Commercial* has a higher circulation rating than is accorded to any other weekly in Vincennes.

MASSACHUSETTS.

The *Daily Transcript* has a higher circulation rating than is accorded to any other paper in North Adams.

NEW JERSEY.

The *Advertiser's Guide*, Newmarket, is one of the only seven advertising publications that has credit for 5,000 copies. Sample free.

NEW YORK.

The *Evening Herald* has a higher circulation rating than is accorded to any other paper in Binghamton.

The *Sunday Courier* has a higher circulation rating than is accorded to any other Sunday paper in Buffalo.

The *Evening Star* has a higher circulation rating than is accorded to any other daily in Elmira.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Ithaca.

The *News* has a circulation rating four times higher than is accorded to any other paper in Newburgh.

The *Schenectady Gazette* has a higher circulation rating than is accorded to any other paper in Schenectady.

NORTH CAROLINA.

The *Daily Observer* has a higher circulation rating than is accorded to any other paper in Charlotte or daily in the State of North Carolina.

OHIO.

The *Herald* has a higher circulation rating than is accorded to any other paper in Eaton.

The *Daily Vindicator* has a higher circulation rating than is accorded to any other paper in Youngstown.

PENNSYLVANIA.

The *Leader* has a higher circulation rating than is accorded to any other paper in Allentown.

The *Local News* has a higher circulation rating than is accorded to any other paper in West Chester.

TENNESSEE.

The *Commercial-Appeal* has a higher circulation rating than is accorded to any other daily in Memphis or in the State of Tennessee.

The *Weekly Commercial-Appeal* has a higher circulation rating than is accorded to any other paper in Memphis or in the State of Tennessee.

TEXAS.

In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the *Herald* rating, but it has recently been made apparent that the *Times* rating is fraudulent. — **PRINTERS' INK**, July 22, 1903.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Galveston.

The *Weekly Sentinel* has a higher circulation rating than is accorded to any other paper in Neogdoches.

WASHINGTON.

The *Sunday Ledger* and the *Weekly Ledger* have higher circulation ratings than are accorded to any other papers in Tacoma.

WEST VIRGINIA.

The *Mail* has a higher circulation rating than is accorded to any other daily in Charleston.

MANITOBA.

In Manitoba and the Canadian Northwest the *Manitoba Free Press* and the *Free Press Evening News Bulletin* has a higher circulation rating than is accorded to all the other daily papers combined, and the *Weekly Free Press* has a higher circulation than is accorded to any other weekly.

NOVA SCOTIA.

The *Weekly News*, Truro, Nova Scotia, has a higher circulation rating than is accorded to any other paper in Nova Scotia.

ONTARIO.

The *Daily Free Press* has a higher circulation rating than is accorded to any other paper in London.

QUEBEC.

The *Family Herald* and *Weekly Star* has a higher circulation rating than is accorded to any other paper in Montreal.

CIVILITY costs nothing, but the withholding of it costs many a man a good customer. — *Jed Scarborough*.

DISCRIMINATING readers knew what the editor meant when he said in a recent issue of the *Minneapolis Messenger*: "There is a little matter to which the *Messenger* begs to call the attention of some of its subscribers. We really hate to speak of it, but some have seemingly allowed it to slip their minds. To us this is a very important issue; in fact it's necessary in our business. We won't speak further on the subject. Perhaps you have already guessed the drift of our remark."

The Largest Circulation in Toledo, Ohio.

A list recently published in PRINTERS' INK, under the heading, "Largest Circulations in the North Central States," was absurdly in error in conveying the impression that that distinction in Toledo belongs to another newspaper than

The Toledo Times and News-Bee

The circulation of these papers is one proposition, and is sold to advertisers only as such. They are not rated in Rowell's 1903 Directory for the reason that only statements for a whole year are considered, and the consolidation of THE TOLEDO TIMES AND NEWS and THE TOLEDO BEE did not occur until in June. THE TIMES AND NEWS, however, should have been credited with a larger circulation than any other paper in Toledo. With the consolidation, THE TIMES and NEWS-BEE are so far in the lead that an attempt to exploit any other paper as being the leader is ridiculous.

For June, July and August

COMBINED AVERAGE
CIRCULATION
DAILY

40,520

Sworn Detailed Statement Furnished on Application.

THE TOLEDO NEWSPAPER COMPANY,
PUBLISHERS, TOLEDO, OHIO.

Members of The Scripps-McRae League, and Foreign Advertising in charge of Representatives of that Organization.

NEW YORK:
D. J. RANDA L, 53 Tribune Bldg.

CHICAGO:
I. S. WALLIS, 106 Hartford Bldg.

TORONTO NOTES.

THE Blue Ribbon Tea Company are trying out an advertising plan in western Ontario with splendid success. The tea situation at the present time in Canada is bad. Each grocer is putting up his own brand of tea and cutting the price to pretty nearly bed rock. At twenty-five cents the pound, there is no money in packet teas, either for the grocer or the packer.

The Blue Ribbon Tea Company put out a forty-cent grade of tea, at which price there is money for them and the dealer, and are advertising its merits. They are showing the process of cultivation and curing. They describe all this and trace the tea from their estates in Ceylon to the consumer's table. It is one of the most remarkable campaigns put out in Canada, and is creating good sound business.

THE Grandas Cigar people are putting out a campaign that is remarkable for its sterility of ideas. They have swiped the heavy black border of the Burlington Route publicity and then rail against imitation. They are also making the Spaniard the National Cash Register made use of to quote "Manana" (to-morrow), to indicate the evils of credit business, work overtime. The National Cash Register people had the Spaniard saying "Manana" (to-morrow). The Grandas Cigar's advertising man took a little think and decided the Don's name must be Manana. Accordingly, you are instructed in each ad to see that Manana, the Spaniard, is on each box.

THE Gurney Foundry Company, Ltd., proprietors of Gurney Imperial Oxford stoves, furnaces, hot-water heaters, etc., have put out an especially fine advertising campaign. Several illustrations show the way our grandsires cooked, and the primeval efforts of the red men—an entire departure in stove advertising—one that possesses all the charm and spontaneity of originality. This is by long odds the best stove publicity in Canada.

WHAT'S the matter with Force? Where is Jim Dumps? And where are the sales of yesterday? When Force took advantage of the educational work that had been done by Grape Nuts, and splashed big copy, the sales were big in Canada.

Apparently, the psychologic situation has been worked for all it was worth, and the value of such work as Sunny Jim shown up, because Force is not so popular in Canada as it was at one time.

There is, apparently, a revulsion against the breakfast food fads, and today it looks as if the people were swinging back to their old love—oats. In Canada the Tillson Oats people made use of this feature in their last season's campaign, and "A food, not a fad" was the slogan of one of the cleverest campaigns ever put out this side of the Great Lakes.

THE new business manager of the *Globe* is Mr. John F. McKay, of the *Woodstock Sentinel-Review*. Mr. McKay

has obtained one of the premier newspaper positions in this country, and he is decidedly the right man in the right place. A long newspaper experience, both in Toronto and Montreal, in which latter place he was secretary-treasurer of the *Herald*, has made him an extremely valuable man.

ALF. WOOD, one of the best known men in Canadian advertising circles, has bought an interest in the *Ottawa Free Press*.

THE Semi-Ready Street Car card has just about hit the nail on the head. It contains a wash-drawing of a coat with the basting stitches showing—the text being: "About half the tailor's price for same quality and workmanship," and then is attached a good-sized sample of cloth in the fifteen-dollar suits. This card is a good sample of a trade getter.

MR. SURBY, for many years business manager of the Brantford *Expositor*, has been called to Montreal. The *Star* has obtained his valued services.

THE Dominion Exposition, the permanent industrial exhibition of Canada, brings a lot of people to Toronto. On Labor Day the street railway people collected 388,000 fares—a very fair clientele for street car advertising. Not bad for a little town of two hundred and twenty-five thousand.

ADVERTISING VALUE OF THE DELIVERY WAGON.

The delivery wagon is the public representative of a retail business. It is continually in the public eye, traversing all streets, going into all sorts of neighborhoods and stopping at all sorts of houses. It behooves a high-class business house, therefore, to see that it is creditably represented by its vehicles. It is not enough that they should be serviceable—they ought also to be handsome and elegant and correctly represent the spirit that animates the store.

No one likes to have a shabby delivery wagon stop in front of the door. Other things being equal, a lady will patronize, every time, the house which she knows will deliver her purchase to her in style. A fine delivery wagon is the best sort of advertisement. It is noticed and commented upon in the street. The inference, naturally, is that if the wagons are turned out in such excellent style the house itself must be first-class. When one considers the amount of money that is spent on all kinds of ephemeral advertising it would seem as though a reasonable sum ought to be appropriated for these traveling advertisements. Fine delivery wagons are, after all, just as cheap in the long run, for they last longer and cost less for repairs.—*Equipage, Studebaker Bros. Co., New York.*

AN advertiser ought to put only such claims in his ad as he would make personally, face to face, to the most particular customer that comes to his store.—*Jed Scarborough.*

KNOWN CIRCULATION

AND THE

“OPEN BOOK”

REPRESENT THE ADVERTISING POLICY OF THE NEW
MANAGEMENT OF

The Boston Traveler

*Sworn average daily circulation for the
first six months of 1903—76,496 copies.
Largest known evening circulation in
New England.*

IN THE FOREIGN FIELD THE TRAVELER WILL BE
REPRESENTED HEREAFTER BY

SMITH & THOMPSON

Tribune Building
Chicago

Potter Building
New York

Did You Know

THAT the circulation of the NASHVILLE DAILY NEWS was examined recently by the Association of American Advertisers?

THAT the Association of American Advertisers issued a certificate to the DAILY NEWS showing a daily average of 19,053 for the past six months?

THAT the circulation of the two other Nashville daily papers was examined at the same time that the DAILY NEWS was?

THAT the DAILY NEWS is the only paper in Nashville that has published its certificate, the two others declining to do so?

THAT the DAILY NEWS has the largest and most substantial circulation of any daily newspaper in Middle Tennessee?

THAT the DAILY NEWS' short-time advertising rates will justify you in trying out any proposition in this territory?

THAT the DAILY NEWS carries more local advertising, month in and month out, than either of its competitors?

If you don't, they are FACTS WORTH KNOWING.

DAILY NEWS

NASHVILLE, TENN.

"Live Long and Prosper"

CANDOR, N. Y., Sept. 9, 1903.

Printers Ink Jonson, New York, N.Y.:

DEAR SIR—Inclosed find two dollars (\$2.00) for which send one-half pound of Fine Job Black, one pound of Blue Black (medium), one-half pound of Quick Drying Black—suitable for printing on enameled leather, and one that will dry very hard. At present we are doing a large amount of work on leather, and the man for whom we do the work, wishing the jobs produced right, sent samples of the leather, with an order for ink, to the Jaenecke Ink Co., with instructions to make an ink suitable for the work. Results: A job printed Thursday afternoon is not yet sufficiently dry to handle to-day (the following Wednesday). Being pressed with work, we this morning put in a job with your Medium Blue Black as an experiment. Results: Job plenty dry enough to ship to-night. Have used your inks for several years and have been able to make but one "kick," which was promptly remedied. Your inks and your methods are right, and with old "Rip" we will say, "*May ye live long and prosper.*" Yours respectfully,

WILL L. BEEBE.

My news and job inks seem to give universal satisfaction, as almost every order contains some sort of a testimonial. The summer months are very trying on inks and rollers, and although I filled 2,609 orders during June, July and August, my complaints were only three, where the money was refunded, amounting in all to \$1.05. There is no ink house in the world that can equal my showing, and if I employed traveling salesmen my record of returns would be much larger. When a printer finds fault with my goods I don't accuse him of not knowing his business, as I realize that we all have our likes and dislikes.

I simply request the return of the goods, refund his money and reimburse him for all transportation charges. This relieves the purchaser from all responsibility, he only trusting me with the money in advance.

Send for my new book, containing valuable information for the press-room.

ADDRESS:

PRINTERS INK JONSON,
17 SPRUCE ST., NEW YORK.

Three Dozen Dailies.

[Whoever thinks he can improve this list without increasing the number of papers is requested to write a letter giving his views and opinions.]

NEW YORK HERALD—(Morning and Sunday)
 TIMES—(Morning and Sunday)
 WORLD—(Morning, Evening and Sunday)
 BROOKLYN EAGLE—(Evening and Sunday)
 ROCHESTER DEM. & CHRONICLE—(Morning and Sunday)
 BUFFALO NEWS—(Evening and Sunday)
 NEWARK NEWS—(Evening and Sunday)
 PHILADELPHIA RECORD—(Morning and Sunday)
 BULLETIN—(Evening)
 HARTFORD TIMES—(Evening)
 BOSTON GLOBE—(Morning, Evening and Sunday)
 TRANSCRIPT—(Evening)
 BALTIMORE NEWS—(Evening)
 WASHINGTON STAR—(Evening)
 ATLANTA JOURNAL—(Evening and Sunday)
 MEMPHIS COMMERCIAL APPEAL—(Morning and Sunday)
 NASHVILLE BANNER—(Evening)
 CINCINNATI TIMES-STAR—(Evening)
 CLEVELAND PRESS—(Evening)
 PITTSBURG PRESS—(Evening and Sunday)
 DETROIT TRIBUNE—(M'ng except S'y); NEWS—(Ev'ning)
 CHICAGO NEWS—(Evening)
 RECORD-HERALD—(Morning and Sunday)
 TRIBUNE—(Morning and Sunday)
 ST. PAUL DISPATCH—(Evening)
 MINNEAPOLIS TRIBUNE—(Morning, Evening and Sunday)
 PORTLAND OREGONIAN—(Morning and Sunday)
 SEATTLE TIMES—(Evening and Sunday)
 SAN FRANCISCO EXAMINER—(Morning and Sunday)
 CALL—(Morning and Sunday)
 LOS ANGELES TIMES—(Morning and Sunday)
 KANSAS CITY STAR—(Evening and Sunday morning)
 INDIANAPOLIS NEWS—(Evening)
 ST. LOUIS GLOBE-DEMOCRAT—(Morning and Sunday)
 LOUISVILLE COURIER-JOURNAL—(Morning and Sunday)
 DENVER POST—(Evening and Sunday)

GEO. P. ROWELL & CO., Advertising Agents, recommend advertisers to use the daily papers and believe the list named above is as good a selection, so far as it goes, as can be made.

To illustrate the cost it may be stated that a twenty-four word "Want" advertisement inserted five times in all the papers catalogued above would cost something more than \$50. An ordinary 10-line advertisement, for a single insertion, would also cost something more than the sum named, even if continued every day for a year. A space of three inches single column, in this small list of papers, would cost fully \$50,000 for one year's insertion. This goes to show that advertising is not cheap; still old advertisers know that the best papers are the cheapest after all.

GEO. P. ROWELL & CO. are glad to quote rates and receive and forward advertisements for the papers named above and for all leading newspapers and magazines.
 OFFICES, No. 10 SPRUCE ST., NEW YORK.

